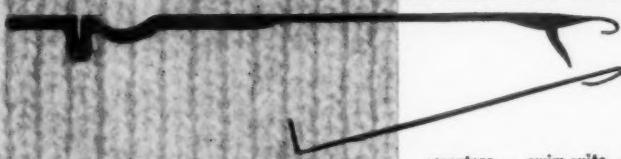


# Knitted Outerwear Times



the official publication of the  
national knitted outerwear association  
386 park avenue south, new york 16, new york  
murray hill 3-7520

sweaters • swim suits • infantswear • knit fabrics • polo shirts • gloves, headwear

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Vol. 29

MONDAY, AUGUST 1, 1960

No. 31



Miss Sondra Brewer, 1960 National Swim Suit Queen, is crowned by Edward A. Brandwein, administrative secretary of the National Knitted Outerwear Association. The Swim Suit Division of the Association sponsored the contest which was held on July 20 at the Waldorf-Astoria. Miss Brewer was the final choice in a field of 12 drawn from 200 contestants. Extensive newspaper and TV coverage was accorded the competition. A year's modeling contract and a complete bathing suit wardrobe was presented to Miss Brewer.

## Teen-Age Magazine Tells Sweater Story

A biography of the Sweater Girl was traced in the September issue of *Young & Beautiful*, a new national consumer publication which was introduced on June 23rd. Information contained in the article was supplied by the National Knitted Outerwear Association.

The article reminded its predominantly teen-age audience that sweaters for women received prominence and glamour

only during the last generation.

After Lana Turner caught the public's fancy as the first Sweater Girl, and when the picture of a sweater-clad young lady became the lonely GI's link with home during World War II wardrobes contained sweaters in increasingly larger amounts.

The expansion of the sweater wearing season through the warmer months and the imaginative designs utilized have further increased and insured its popularity, the magazine points out.

## Nation's Retailers Defer Swimwear Close-Outs And Minimize Markdowns

The nation's retailers are by and large doing a quite creditable job in deferring swim suit close-outs until deep into the summer. This was the general verdict of market observers in commenting on the 1960 swim suit season.

Retailers in every category—department store, specialty store, and smaller Main Street shop, declared themselves pleased with this season's results. Despite cool weather, the total volume appeared to be good in most areas and the avoidance of premature markdowns put retail profits up.

Sidney S. Korzenik, executive director and counsel of the National Knitted Outerwear Association, hailed this development as the result of years of campaigning for a prolongation of the swimsuit season. "Our efforts have taken effect", he said. "There can be no question about it. Careful watching of swim suit advertisements in metropolitan dailies proves that retailers have held the line well. Not only have they avoided costly mark-downs, but according to our reports their sales have improved.

"They have done a job this summer in the best traditions of creative merchandising."

Mr. Korzenik added that in his opinion retailers in prolonging the swimsuit season have generally applied the principles long advocated by the Association, despite the fact that conditions were rendered more than ordinarily difficult by reason of cool weather. Nevertheless, merchandising men, he said, seem to have realized the pointlessness of trying to encourage swimming in cool weather by marking down

prices. They preferred to wait, the retailer's results are deemed so satisfactory that the lesson learned is likely to carry over to 1961 plans.

Far less satisfaction was expressed, however, over the merchandising policy pursued by swim suit manufacturers. Contrary to the principles which manufacturers themselves have long been urging upon retailers, producers began to liquidate inventories somewhat early. There is general agreement, however, among market observers that this did not precipitate similar action on the part of retailers. On the contrary, stores took advantage of lower purchase prices by maintaining regular prices and enjoying correspondingly higher mark-ups. This is viewed as a substantial factor in explaining the particularly profitable season enjoyed by many retailers at a time when manufacturers who slashed prices were complaining.

It was an unusual season, according to most comment, and the way it developed was conditioned by the fact that in 1960, a hot summer cleared shelves of swim suits for manufacturers and retailers alike with virtually no carryover of inventories, and retail buying for the present season therefore began at a brisk rate. It

(Continued on Page 42)

**SPECIAL ISSUE: Primary Market Swimwear Lines**

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**Primary Market Swimwear Lines****Simplicity Of Color, Cut Stressed**

By MARCIA SMITH

A composite of favored swim suit features for the 1961 season would portray a simple black one-piece suit of knit construction.

The color scheme of the new season tends towards the most basic shades of black, gold and white. Lilac tones are a bright note.

There has been a varied response to the two-piece suit revival. Some manufacturers were disappointed in their sales of this number while others reported sales up to and even better than expectations. Most plan to produce a varied assortment of this model. But the popularity of the one-piece suit remains secure alongside this revived style.

### Trend Toward Novelty Knits

Knit suit wearers are always partial to the Helanca tank model which is so flattering to the slender and youthful figure. A concurrent trend towards novelty knits has been noted which should extend the market for knits still further by the use of more figure flattering devices. Patterned knits are achieving popularity by the side of the more basic solid shade variety.

Pleated skirts are important in cotton models especially those which utilize Arnel fabrics. Printed cottons generally are not stressed.

Children stand by their old favorites of gingham checks and ruffles but an air of adult sophistication and mimicry has invaded their ranks too.

### Effect of Weather

The 1960 season was greatly affected by widespread bad weather conditions which brought June selling down low. Manufacturers' characterizations of their season ranged from "good in spite of the weather" to "unexciting but not poor." Thus while adverse weather had a detrimental effect, especially on the later season, it could not wholly detract from selling. Respondents stressed the importance of the extension of bathing suit usage which has increased the demand for suits over and above the point where weather can heavily affect such a demand.

There appears to be minimum wholesale carryover. Manufacturers are somewhat encouraged by late seasonal demands for their goods.

### A. & H. Sportswear Co.

Fabric demands in the A & H Sportswear line of ladies' size 32-38 stress Lastex suits with knits and cottons holding their own.

Models in the Lastex group include boy-legs, sheaths with low backs, Shirred fronts as well as novelty prints. Extra-size suits are an added feature of this line in sizes 38-44.

Knits, produced from Orlon, Helanca and cotton, are popular in solid shades. Prints and trimmed suits see a strong demand as well.

Pleated skirt models in both Arnel and cotton are being shown along with a wide selection of cotton plaids.

A minimum of two-piece models has been produced in the cotton and Lastex groups.

Black is an overwhelming favorite color for this firm's collection. Newly developed shades of marine blue, avocado green and gold as well as bright red and turquoise promise some popularity.

The built-in-contour-bra featured in these groups has perfected its fit.

Prints and floral patterns are seen on all fabrics.

### Andmore Sportswear Corporation

The versatility and functionality of high style without the disadvantages of high fashion characterize Andmore's 1961 collection of women's and misses size 32-46 suits. Stone & Cohen show this line.

Lastex appears to head the fabric line-up in popularity but it is anticipated that knits will do well also. A wider range than in past years is available in this latter fabric as construction details such as built-in bras and added trim hide figure faults and extend the knit wearing market beyond the slender young figure. Orlon, nylon, Helanca and cotton are among other fabric offerings.

Of special interest is the so-called angel skin cloth used in several suits. This very soft printed fabric turns fine yarn into a dull satin Lastex.

Floral prints will be strong this year with an increased emphasis on white ground. Gold and lilac shades dominate the color scheme with basic black continuing its strong grasp. Few stripes will appear.

Two-piece suits are becoming increasingly important without detracting from the popularity of the traditional one-piece which is available in a variety of styles from bloomer leg to boy cuffs to maillot to low back to shaply sheath. An interesting two-piece creation is the adjustable bikini which may be regulated through a side pants tie and a tie on the bra.

Built-in foam rubber bras will be constructed with elasticized bottoms for additional support. Back zippers will be facilitated with hooks and eyes.

A twisted bra which enhances the bustline dominates the lines of a draped style which Andmore hopes to revive this season.

### Artex Mills, Inc.

Great versatility keynotes the Artex line with many variations on comparatively few basic designs in several size ranges (two-six, seven-14 and 32-38).

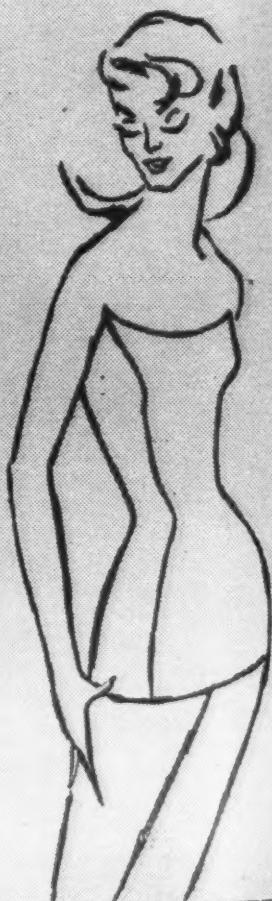
Knits, strongest for all ages, are of Orlon, cotton and Helanca construction. The undecorated tank suit in the latter category remains a standard favorite.

Arnel fabrics and pleated skirts go well together. Lilac tones and plaid patterns are other features of this group.

Some conventional all-Lastex suits are varied with cotton skirts.

The popularity of the two-piece and sarong models is somewhat doubted by this firm, although a representative selection ranging from a toddler's bikini on up to adult designs has been manufactured.

A silk screen process produces delicate floral patterns for cotton skirts while big fabric flowers have been imaginatively planted on many suits. Lace (Continued on Page 11)



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**Ladies' Primary Market Lines**

# Knits Flatter Figures With Novel Cuts, Decorations

Designers have produced an imaginative variety of knits to answer an overwhelming demand for this model. Striking trim details used on many suits are receiving the same popularity accorded in past seasons to the simple tank model. Prints and stripes are popular figure flattering devices. Novelty cuts increase the comfort of these suits without detracting from their stylish cut.

1. Knitted Fashions Inc. presents a black knit sleekly styled with side pocket effects and waistline belt outlined in white. Buttons are strategically positioned.

2. Andmore's printed knit combines a sleeve effect with a low-cut back and scoop neck to utilize some of this season's fashion trends.

3. Straps, formed from a deep set V, rise around the shoulders on this Dave Goldberg knit creation shown in black with contrasting white trimmed straps.

4. A fabric flower grows along a center white panel in this Artex model for girls' sizes. Boy leg cuffs and wide straps complete the styling.

5. Horizontal stripes in gray, black and white are blended artfully by Beatrice in this knitted sheath model which needs no further trim.





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**Ladies' Primary Market Lines****Lastex Swimwear Features Design And Trim Details**

Lastex suits put trim details to work with multitude of eye pleasing results. Figure flattering tricks utilize strategically draped lines and a subtle use of contrasting fabric. Neckline interest adds a V and camisole top, among others, to the classic bodice model. Simple lines are preferred to allow the novelty cut and detailing to strike the eyes.

1. Andmore shows a solid sheath in black. Flat tucks highlight bodice and bra lines. Simplicity keynotes the body. Available also in white sea green, blue and red.

2. This outsized floral print by Knitted Fashions, Inc. utilizes shades of blue and sea green. A gradually sloping diagonal line and a tucked bodice offer design interest. The hipline is uncluttered.

3. Shocking pink and lavender flowers in large designs make this Beatrice sheath a brilliant standout. Built-up straps add a note of interest to the otherwise bare top.

4. Monterey's modified Victorian line simulates a bustle back and is echoed in the striped trim of the bodice. A cuffed boy leg offsets a slim cut. Shown here in black with black and white trim.

5. Dave Goldberg offers a black sheath whose dark length is broken only by midriff height band of simulated lace with white effect. The straps form V from their mid-bodice beginnings.

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THE MULTEX COMPANY, Brooklyn, N. Y.

AUGUST 1, 1960

9

**Ladies' Primary Market Lines****Swim Suits Are Colorful In Plaids, Stripes, Prints**

Stripes, plaids and prints no longer remain their conventional selves on many of this year's latest models. Diagonal, horizontal and vertical designs are utilized within the boundaries of a single suit. Detailing interest comes from an interesting neckline, a well placed trim such as a bow, pert and short skirts of contrasting or neutral material. More commonly used trim is seen in a different light with a new and imaginative placement.

1. Knitted Fashions, Inc. offers hooded interest in an ensemble which features a yellow calico print with boy leg and black trim topped by a white terry jacket which is bordered with a similar print.

2. A white Arnel pleated skirt echoes its fabric idea in a white bodice trim and a pert bow. Red plaid is outlined and highlighted by thin metallic lines. By Dave Goldberg, this model is also available in children's sizes.

3. A closely pleated skirt begins from quasi-princess lines in an A. & H. Sportswear creation. Shown here in light green gingham, the suit features a modest center panel outlined by trim of darker green.

4. This Beatrice knit matches diagonal stripes around a horizontally striped center panel. Thick straps rise from a deep V midriff beginning to circle the neck.

5. Stripes take on new interest in this unusual Lastex suit by Andmore Sportswear Corp. Panels and pockets are carefully detailed with self-covered button trimming. A camisole top and boy cuffed legs are featured.



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## Cut, Color Simplicity Stressed In Primary Market Swim Wear

(Continued from Page 3) effects have been used to great advantage in all sizes, especially for the youngest set which enjoys lace ruffles on many of its suits. A sailor suit effect is also popular.

Floral designs, which generally have diminished in popularity have the delicacy of many Japanese prints. Checks continue to be a favorite, predominantly in the smallest sizes.

The built-up strap is a popular feature which adds a note of sophistication to almost all models. Belted effects and cuffed legs as well as two-tone border pleats vary suits still more. A novel idea contrasts top and bottom, blending both with a neutral belt.

Three-piece ensembles are another highlight. Pants, a multitude of jacket designs and bathing suit in complementary fabrics promise to have much popularity.

Red, turquoise and black predominate in the color field.

Ladies' suits feature a perfor-

rated pellon under-bra with proportioned cups.

### Beatrice Sportswear Co.

This season's sun will shine on increasingly light colors from the Beatrice line.

Knits and pleated skirts are major sellers stylistically speaking in all sizes.

While the basic colors are still strong increasing emphasis has been placed on antique gold, moss green and lilac shades to vary the standard color spectrum.

The younger set will appreciate the ruffles, pleated skirts and simple knits which Beatrice offers in sizes two-three X and four-six X while the slightly older girls prefer pleated skirts and knits in eight-14 size range. Knits head the fashion demand in the teens' and ladies' sizes with the increasingly fashionable two-piece suit running a close second. The Hawaiian style is also popular.

Cotton fabrics favor plaids while florals predominate in the knitted group. Lastex suits are

produced in a wide range of designs including solids, wovens and prints.

Foam rubber bras are a new innovation in ladies' suits for this line.

### Dave Goldberg, Inc.

Comprehensiveness is the key to Dave Goldberg's collection of swim suits in women's, misses' and juveniles' size ranges.

Loden green dominates the line's color range with basic reds, blues, pinks, greens and the stand-by black completing the picture.

Continued acceptance of the two-piece suit has been anticipated with models being constructed in cottons, knits and Lastex in all size ranges.

The ever-popular knit which seems to have achieved long range popularity is represented in the Goldberg line in solid colors and woven designs in a wide style range.

Plaids and cotton suits go well together for this collection.

Suits of Lastex and cotton construction continue their strong sales appeal while newly developed Arnel fabrics seem about to achieve popularity.

Boy's legs, ruffles and pleated

skirts round out the line from a design viewpoint.

### Gramercy Mills

The children's popular price market will be enlivened this year with a predominantly pastel, lavender and gold collection for sizes two-14 from Gramercy.

Cottons predominate in this firm's production, while novelty knits and knit and cotton combinations are also in demand.

Ruffles, pleated skirts and boy leg models are such flattering designs for their childish wearers that they have become almost staple items.

Woven plaid, stripe and gingham check patterns and polka dot designs form the bulk of the collection.

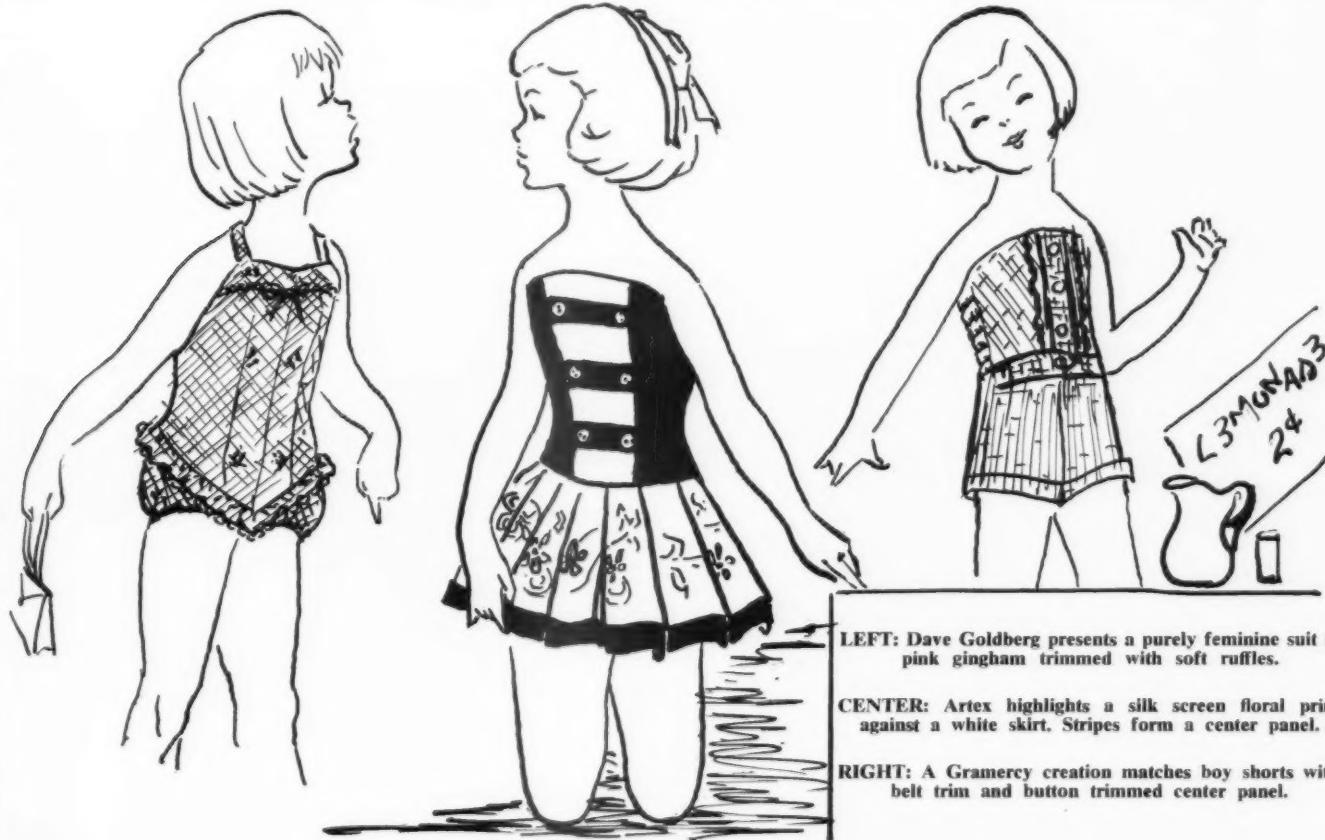
### Novelty Trims Utilized

Nylon embroidery, button trim and novelty applique ideas further vary many suits.

Especially popular is a pleated front design with detail work across the midriff.

Terry jacket sets mimic adult ensembles while a modified sarong drape brings the little girl somewhat closer to her grown-up counterpart design-wise.

(Continued on Page 37)



LEFT: Dave Goldberg presents a purely feminine suit in pink gingham trimmed with soft ruffles.

CENTER: Artex highlights a silk screen floral print against a white skirt. Stripes form a center panel.

RIGHT: A Gramercy creation matches boy shorts with belt trim and button trimmed center panel.

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## Primary Market Men's Swim Trunks

# Early Bookings In Depth Reported By Phila. Swim Firms

PHILADELPHIA, Pa. — An unprecedented amount of early booking activity has been going on for several weeks at swimwear mills producing for the wholesale trade, here. Large users have been anxious to get started early mapping out their needs and virtually every mill contacted reported early commitments this year have been heavier and there have been more of them in past years.

Most manufacturers here have expanded their lines in anticipation of a record season and everywhere, knits seem to hold the spotlight, whether it be men's, boys' or ladies' goods. But while knits seem to have taken over every where as the focal point of interest, manufacturers generally have found it prudent to give good attention to a diversified selection of Lastex garments in the ladies' lines, and to Lastex and the rigid woven fabrics in the men's and boys' lines.

The common denominator in reviewing all the lines seems to be a fresh and imaginative effort to create fashion-right styling utilizing the great diversity of new and unusual fabric treatments in all categories, but within the framework of a clearly defined trend to the "neater look." This is evidenced in the styling, construction of the garments and the selection of fabrics and patterns.

### Price Boost Seen Likely

As far as prices, most sources report lines are opening on the same basis as heretofore for the most part, but there is general agreement that the recent wage increase plus rising costs of material must ultimately affect prices.

Knitted fabrics mainly feature combinations with rubber or Lastex and Orlon, cotton, Helanca, and some 100% Helanca yarn. One men's and boys' house features terry and Helanca. Cotton of various types, including new cotton cords, is still the fabric of choice in the rigid woven field.

In both the knitted and woven Lastex garments, Jacquard patterns create new and unusual interest. Surface treatments, embossed designs and textured effects are featured in knitted fabric lines at number of houses.

Several major mills here with the equipment and years of ex-

perience in the knitting field are producing many of their own knitted fabrics for their lines, for quality control and the advantage of exclusive fabrics.

### Expanded Line at M & M

A major ladies' swimwear producer, here, M & M Knitting Mills, is offering a highly diversified and expanded line of knitted swim suits in all teenage and ladies' sizes for the coming season in Helanca, Orlon, cotton, all knitted with Lastex, in a variety of jacquard fabrics. Featured in this firm's knitted line are a large selection of screen printed materials both in cottons and in Helanca. M & M produces its own knitted fabrics.

In this firm's Lastex woven fabric line are a wide selection of fancy jacquard type fabrics and an extensive line of screen prints.

According to Abe H. Liebster, head of the firm, the line has received tremendous reception and commitments have been earlier and larger this year.

This firm has just completed a major expansion in its plant facilities to increase production facilities.

### Franklin Offers New Items

The knitted swim trunk in various stylings has made tremendous consumer strides in the past year, Arthur I. Lichtenstein, head of Franklin Sweater Mills, reported. A definite change has taken place, he said, in that the "tanker" or square cut model has almost completely replaced the briefer cut "speed" model in the entire range of men's, boys' and junior sizes.

New for the coming year, he noted, will be the "Nassau" or "Hi-Thigh" length knitted swim trunk in a large variety of high fashion colors and fancy patterns, including stripes and jacquard designs. All of these models are made in the "one-size" to cover all ranges.

Sales on the new season's line  
(Continued on Page 24)

Men's swim suits utilize a wide variety of imaginative color contrasts in varied and subtle designs to further enliven this season's models and to achieve the trim look which is so popular with the men.

Top: Merlyn features side vents and pockets in this abbreviated boxer with contrasting fabric trim.

Center: A multicolor diamond shape print bedecks a Progressive abbreviated boxer swim suit which features a fly front.

Bottom: A diagonal zipper contrasts complementary tones in this Merlyn boxer model. Pockets and button are additional features.





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**Men's Primary Market Lines****Texture And Surface Interest Highlight Swimwear**

Texture achieved through surface interest fabrics is used to good advantage in many of this season's models. Sharp or subtle contrasts and imaginative treatment of surface details further vary conventional cuts.

1. Union features a vertically striped tri-color knit. An elasticized belt is highlighted by a brass buckle.
2. A cross-check shorty boxer by Progressive has knit insets at either side. Brass crest and buckle are bright trim additions.
3. Union's cabana set of checked and textured material features a terry cloth jacket collar.
4. An elasticized knit by Union contrasts a geometric pattern with a solid color band. Abbreviated trunks define its cut.
5. Progressive effects a solid color knit with side stripes and highlights it with crest and elasticized waist. Boy's model.



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**Swim Suits To The Retail Trade Survey**

# Manufacturers Forecast Fashion Trend To Styled Knits

Women are becoming increasingly fashion conscious in their choice of swim suits according to a survey of prominent manufacturers conducted last week. Consumer buying patterns as well as manufacturer thinking have been affected by this shift.

The one-piece knit with a new emphasis on style has been swept into prominence on the coattails of this current trend towards fashion. The light-weight fabrics used and the body conforming yet comfortable fit — afforded without the disadvantage of wrinkles were cited as important in knits' newfound popularity according to Miss Marie Brown of Catalina which sold more of these than cotton and Lastex suits combined last season.

Manufacturers stressed the use of fault-hiding stripes and prints for firmer figure control.

A modified model leads the two-piece field in its current revival. While more extreme designs are popular for private pool use adjustable bikinis and waistline cut two-piece suits compromise between a woman's sense of fashion and her reluctance to be too daring in public.

Advertising has successfully emphasized the practicality of this suit in extending a swim-

wear wardrobe with a variety of comparatively inexpensive yet stylish suits. Sleek and barelines flatter the youthful, slender figure which fashion encourages.

Ensembles retained a role of steady popularity in both one and two-piece swim suit designs.

Mother Nature was her truly fickle feminine self this season, blowing up a storm of cold, wet weather for the spring which never came and the summer which began towards its later months. Yet although the overall sportswear picture doesn't appear too bright swimwear manufacturers generally report a good season. Paradoxically, swim suits seem to sell in spite of the weather. This is attributed to the stress which advertising and consumer education campaigns have placed on the value and necessity of owning more than one suit. In addition, swim suit styles change dras-

tically enough each season that fashion conscious women are encouraged to make annual purchases.

And, a new emphasis on the practical joy of owning a wardrobe of swim suits has made multiple purchases a common occurrence. Women seem to desire color and novel cut suits as well as a basic suit. Two-piece models are often used for this purpose. In addition, winter vacations in warm climates (and indoor pools in snowy resorts and icebound cities) have expanded the use to which it is possible to put one's suits.

Crystal ball projections for 1961 focus on a continuation of fashion consciousness for swim suit designers and consumers. Colorful suits are expected to receive greater emphasis along with printed fabrics and such novel and flattering cuts as the low back, the tank top and the maillot leg. A bare, slim, young look predominates. Certainly knits will retain their prominence in ever-increasing variety while the two-piece model will hold its own

as a trend.

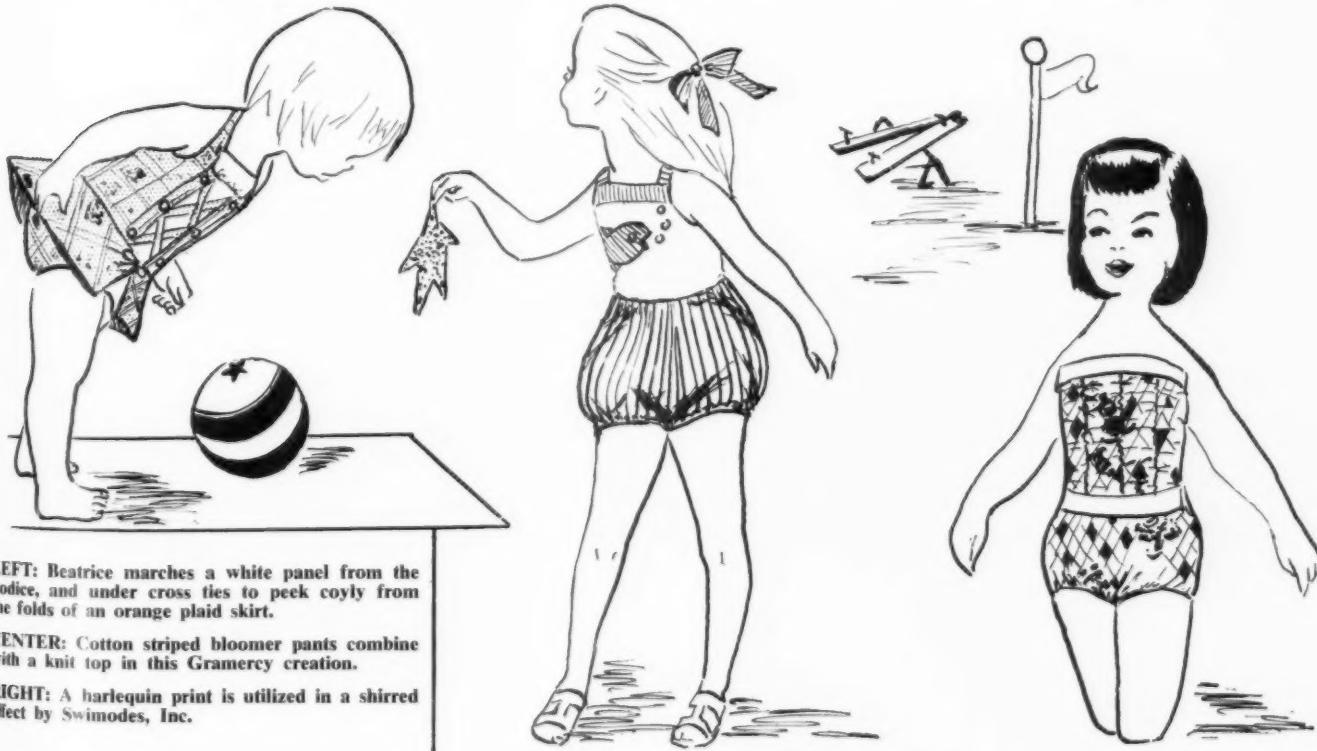
Miss Sally Larson at Jantzen foresees an extension of the Bardot influence not only in the person of the bikinis which American custom inhibits somewhat but in the feminine look exemplified in gingham designs. The dressmaker suit might become big along these lines.

Little carryover in retail stores, low inventories and a current cutback of production in the face of adverse weather conditions seems to point to good purchasing patterns for next year.

## Men's Sweater Shipments Show 6% Gain Over '59

Shipments of men's sweaters for the four-week period ending May 28, 1960 showed an increase of 6 percent over the corresponding period last year, and a 38 percent rise over the shipments for the preceding month.

This was the first rise registered in any one of the five opening months of this year over 1959's figures.





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**Italian Ladies Swim Suit Styles****Playful Prints Effectively Enhance Uncluttered Lines**

The soft feminine lines of the pleated skirt model at left utilize the watery effect of an unusual print to great advantage. The center panel with its complementary side pleats is highlighted with matching hip-height bows. A twisted bodice shapes and finishes the suit on top.



The sleekly fitting princess lines of the scoop neck suit shown at right are balanced by a pert and jaunty skirt whose brief length utilizes a complementary patterned fabric in a border print. Whole flowers form this pretty, swim suit garden design.

The long lean lines of a floral vertical stripe pattern effectively enhance the sheer simplicity of this slim sheath style. A similar floral forms wide straps and marches gaily right into the pattern of the suit's own stripes.



An unusual and subtle print arranges geometric abstractions in horizontal rows and borders them occasionally with stripes of white. The classic bodice design and uncluttered cut combine in a suit which does not sacrifice simplicity for its interesting effects.



A floral print design, closely clustered around the hips, gradually thins out to an individual portrayal of its sun flower pattern. The sleek sheath lines are bordered with a contrasting fabric across a straight bottom which fabric is echoed in the straps.



Splashes of color simulate the carefully haphazard tones of an artist's palette in a quasi-floral print. The style is figure-hugging with the bare suggestion of a horizontal draped effect at hips and bodice to effectively enhance its unique and appealing design.



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56 stitches per minute,  
5-7 dozen sweaters  
per 8 hour day!

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## Knitting Equipment Developments

# LeBocey Introduces "Double Jersey" Circular Machine

THE range of latch needle circular knitting machines having two sets of needles and specially engineered by European machine builders for production of the popular "double jersey" (rib) constructions has a new recruit in the Model Macdet recently announced by Georges Lebocey & Cie, Troyes, France. Based on the firm's Model Octavit machine, the new unit offers broad possibilities for the knitting stitch and color effects on the basis of interlock and its structural variations. These include eightlock, striped, squared and check designs, single and double pique, openwork tuck effects and bourselet.

The standard model has a revolving needle cylinder 25 inches in diameter and is equipped with 24 feeds. It is built in either 16 or 18 cut. Both cylinder and dial have double cam tracks and each are fitted with long and short needles. The cylinder needles, however, have one length of butt and those in the dial have two lengths. Three automatic settings are provided as follows:

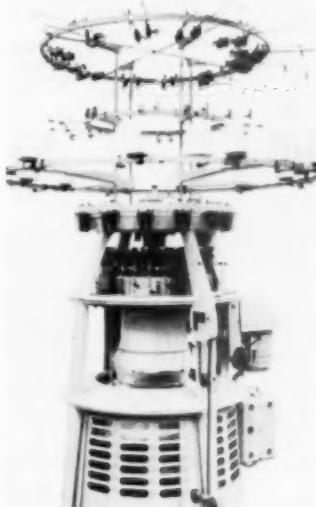
1. Knitting on both cylinder and dial.
2. Knitting on the cylinder and tucking on the dial.
3. Tucking on the cylinder, knitting on the dial.

### Has Split Cams

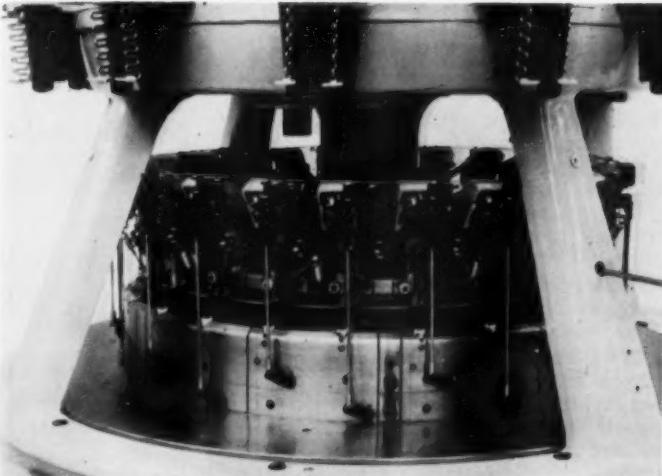
The cam set-up in the Model Macdet is similar to that of a normal interlock machine except that the dial clearing cams are split and the cylinder clearing cams are moveable. Individual stitch cams in cylinder and dial are adjustable via screws.

An interesting feature of the machine is the small control units fitted to every feed which impart automatic repositioning for tucking and clearing of the cylinder clearing cams and the lower parts of the dial clearing cams. Each of the units can occupy twelve different positions and can be built up with studs to effect camming changes according to the knitting requirements. These changes are made

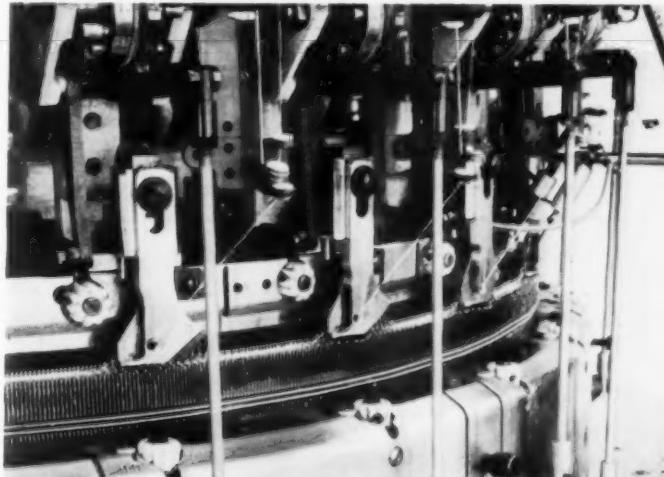
(Continued on Page 29)



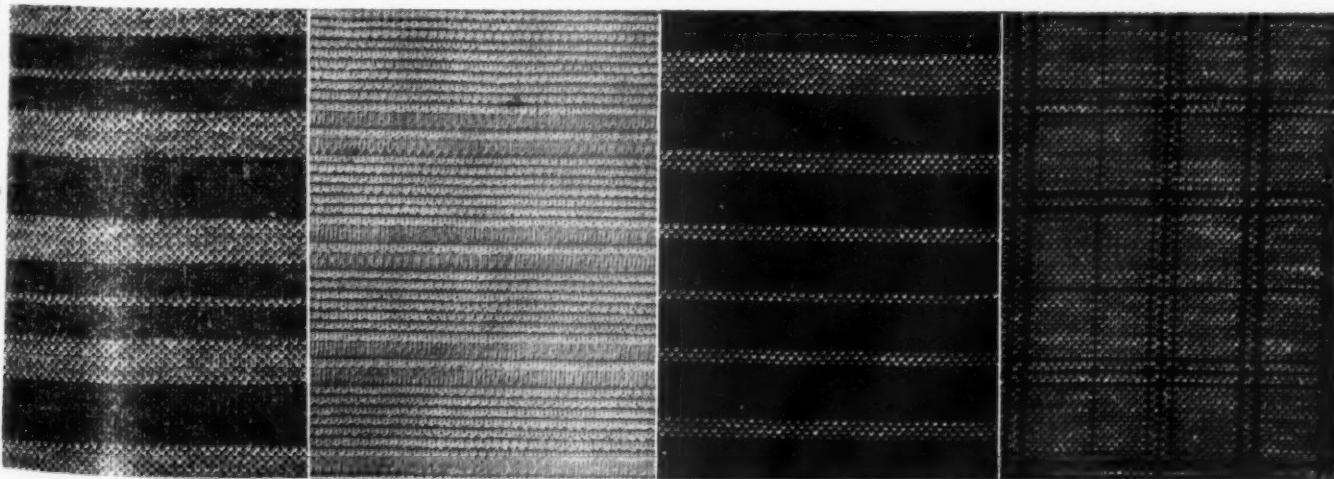
Overall view of Lebocey "Macdet" "double jersey" (rib) machine.



View of knitting head including Supermatic yarn feed mechanism for assuring even feeding of yarn to the knitting needles.



Close up of knitting head showing units for automatic re-positioning of cylinder and dial clearing cams.



Samples of variety of fabrics producible on Lebocey's new Model MACDET "double jersey" (rib) machine.

## Stripes In Style In European Suits

BERNE, Switzerland—Stripes are in fashion on the beaches of Western Europe this year combined with the long, slim look, with knee length playsuits and dipping collars these stripes give styles the line of the early days of bathing suits.

Willy Roth, of Berne, uses stripes both vertical and horizontal for a range of knee length sun-wear that is proving very popular. The Roth styles are basically plain and sleeveless, with low dipping V-shaped or scoop collars; their simplicity gently relieved by contrast sash belts or slant pocket details. For many of the styles in this range woven Helanca nylon is used.

One Copenhagen knitter, Textilfabriken Kobenhavn A/S, has gone to the length of supplying a mock 1900's beach suit and bathing hat to spotlight the trend. Used for display purposes this suit is going well when shown with this knitter's latest ranges of one piece swimsuits and bikinis.

At the teenage and slightly



Two beach suits featuring the long line favored by Willy Roth Berne are shown in fashionable horizontal and vertical stripes.

older end of the European markets bikinis remain a firm



A swim suit with mock 1900's styling designed for display by a Danish knitter. Textilfabriken, Kobenhavn A/S Stripes are popular here too.

favorite, in elaborate three-piece ensembles or as ultra brief suits.

## Tank Swim Suits In Active Demand

PASADENA, Calif.—Gordon's Shop, owned and operated by Mr. and Mrs. G. Demond, states that knits for all ages ranging from three-year-old through teen-agers have definitely found a market in swimwear this season.

Tank suits have become more popular than the ruffled percale cotton suits among the younger girls. "These children often wish to copy their older sisters by having a one-piece knitted suit," Mrs. Demond explains. "Tank suits for the 3-8 year old group have gone very well this season."

The sub-teen girls, too, according to Mrs. Demond, like the one-piece knitted swimsuits for beach and pool wear. She feels this is largely because they are still in the phases of physical and emotional development where embarrassment inhibits any tendencies to show their figures.

The teen-age girls, however, have gone in for two-piece suits this summer, with the cotton percales being very popular.

## THE STAMP OF SOCIAL APPROVAL

**Luxurious sweaters, beautifully styled and meticulously fabricated of fine quality yarns, are being imported from the recognized style centers of Europe.**

**They carry the stamp of social prestige and approval.**

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## Maidenform Enters Swimwear Field With Line Designed By Grace Arcuri

Swimwear will be added to the Maidenform, Inc., list of products with the introduction of their first such line in September. The group is slated for end-of-the-year delivery.

Lastex, knit and rigid fabrics, including some of the new Span-dex cloths, will appear in all the basic colors as well as high fashion pastels. Although final selections have not been made, Maidenform anticipates carrying a comprehensive misses' line in sizes 32-38 to retail at \$15 to \$30. American and European backgrounds have been incorporated in these designs, created by a staff under Mrs. Grace Arcuri.

Construction features include standard size A, B and C cups in bras and inner control of abdomen and hips achieved with lightweight fabrics and strategically placed bones, according to Paul Snyder, sales manager of the recently formed division.

### Part of Diversification Effort

The entrance into the swim suit industry is part of a general

## Jantzen Ads Set For TV Program

PORTLAND, Ore.—Jantzen styles to be featured in commercials on Dick Clark's "American Bandstand" will include the "Mohair Pull" pullover, with "Man Flannel" Bermuda flannel pleated skirt; the "Fair Isle" wool-mohair pullover and matching pre-teen style with "Man Flannel" proportionate skirt, and the "Say Yes" Angora fur blend pullover, with the "Party Plaid" pleated wool skirt.

The commercials, which mark Jantzen's initial commercial use of network television time, will begin August 10 and will continue through August 25.

Dick Clark will appear in the advertising spots. "American Bandstand" is viewed daily on 120 television stations in the ABC network by an audience estimated to include more than 10,000,000 teen-agers.

Backing up the showing of the Jantzen back-to-school fashions will be ads in Seventeen, Mademoiselle, Glamour, McCall's and The New York Times

magazine.

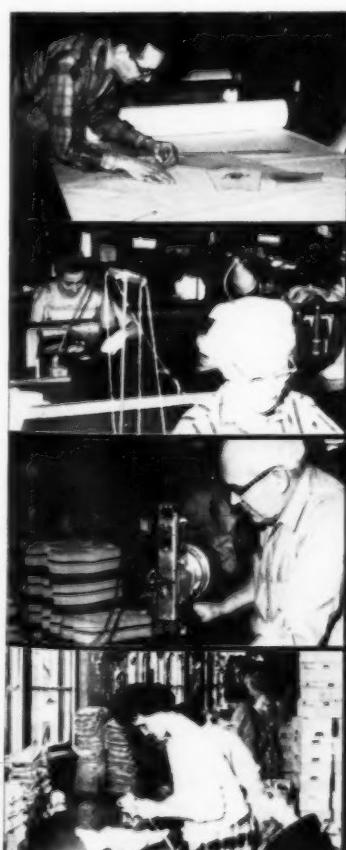
Also tied to the campaign is a complete merchandising kit for department stores, including mats, a three-sided counter card, glossy photos of Dick Clark, a newspaper press release and a copy of a "How To" brochure which lists numerous tie-in suggestions.

## Sales Of Pat Boone Knit Shirts Go Up In Buffalo

BUFFALO, N. Y.—The Kleinhans Co., men's and boys' wear store, has been chalking up substantial business during the summer season in Pat Boone knit shirts styled by Revere.

The knit shirts are being featured at \$3.95 or \$11.50 for a box of three. It was reported that many customers are buying the shirts by the box.

The shirts are in a blend of Orlon and Dacron that washes easily and dries wrinkle-free. They are styled with placket front, breast pocket and short sleeves, in shades of charcoal, gold, rust, green and blue. The items are stocked in small, medium, large and extra large sizes.



# E-X-T-R-A

## A & H SWIMSUITS

BRING YOU QUALITY, SUPERIOR WORKMANSHIP  
TOP FABRICS AT POPULAR, COMPETITIVE PRICES!

- *Featuring fine and careful workmanship reflected in the most minute detail!*
- *Featuring the superior quality that results from rigid production standards upheld in our own plants!*
- *Featuring exciting, fashion-new styles designed to suit every figure type!*
- *Featuring the finest in Lastex, Knits, Arnels and Cotton fabrics!*
- *And, of course, volume prices for volume sales!*

**A & H SPORTSWEAR CO.**

141 West 36th Street, New York, N.Y. BRyant 9-7185

Factories: Pen Argyl, Pennsylvania • Easton Pennsylvania

## Phila. Swimwear Firm Books Early

(Continued from Page 13)

"already indicate greater purchasing in depth and variety," Mr. Lichtenstein noted. This firm's entire line of knitted swimwear is covered by U.S. Patent #2,854,669.

In the firm's cut-and-sewn swimwear both the boxer and the reversible style in a one-size garment in the men's, boys' and juniors' size ranges is proving popular, it was noted. This development is covered by a Patent Pending Application to the U.S. Patent Office. "This styling will go a long way in making possible the purchase of swimwear as an 'over-the-counter' item, without the inconvenience of consumer selection of the proper size garment," Mr. Lichtenstein said.

### Gay Offers "Neat Look"

Placement patterns, knit trims on basic boxer models, and Helanca briefs are among the offerings in the new season line at Gay Sportswear, Philip Wexler, member of the firm, said.

This swimwear mill is featur-

ing basic styles in a wide variety of fabrics and colors, with emphasis on the "neat look" in its men's and boys' line. Very important is the square leg boxer in a variety of fabrics with colors tending toward the lighter shades. The line features mainly cotton although Lastex is also well represented.

This house is expanding its ladies' line for the 1960-61 season. Featured are a variety of styles in elasticized knit goods and also a woven Lastex line. Although a few two-piece garments are included in the line, mainly the one-piece swim suit is featured.

Fabrics in the knitted line include combinations of Orlon and cotton, 100% Helanca, Orlon and rubber, cotton and rubber, and Orlon and rubber.

At Gay, the neater look is also emphasized in ladies' swimwear, Mr. Wexler reported. The lines of the garments are somewhat straighter than in recent seasons, and there is a trend to de-emphasize Shirring.

Jacquard designs are very important in the knitted fabric line. Important colors are combinations of gold and white, and the

bright colors generally prevail.

In the firm's Lastex line for ladies, stripes are used extensively as well as some plaids.

### Union Expands

Original designs in knitted fabrics produced in the firm's own plant are featured in the greatly expanded swimwear line for men, boys and juveniles being offered by Union Knitting Mills, here.

This firm, for many years a major knitwear producer, has added considerable special equipment to what it already had in order to expand its knitted swimwear line.

"We are definitely laying stress on our knitted swimwear for next season and highly styled goods are featured," Gideon Frankil, head of the firm, reported. He noted that knitted fabrics particularly lend themselves to fine construction and better finishing. Initial response to the knits has been extremely enthusiastic, he said.

According to Harold L. Newman, new sales agent for Union, color, fabric and design are the outstanding features in the line. Knitted fabrics include jacquards, placement patterns, all-

over patterns, knitted foulards, argyles, knitted miniature Tartans, and Indian madras knits.

Various leg lengths from briefs to 18" styles are offered in the knits. Fibers are cotton and rubber, Orlon and rubber, Helanca and rubber, and some acetate and rubber. A wide color range includes light and dark olives, gold, the new surf blue, and black. The line is in the moderate to better price brackets.

In Union's rigid woven fabric line many new type muted color woven plaids, foulards, Dobby cottons, Bedford pin cord cottons and some pima combed cottons are included. An extensive line of cabana sets is offered and combinations of coordinated beach shirts and jackets with knitted trunks are being shown.

The longer leg boxer style is important in the woven Lastex category in solid colors as well as fancy fabrics. Contrasting waistbands and side treatments are style features.

### Progressive Stresses Knits

Progressive Knitting Mills likewise continues to knit its own fabrics for its swimwear and this

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year has greatly diversified the selection, Nat Newman, head of the firm, reported.

In a notably expanded line of knitted fabric garments, featured models are a square leg brief, a semi-John L. in 13 and 14 inch lengths with false fly and tab and buckle, and a very new knit cut as a boxer trunk, with full supporter.

Vertical, horizontal stripes, multi-colors of new muted tones and fashion colors as well as solid colors are featured in the knitted fabrics. Some emphasize textured surface treatment. Acetate, cotton and rubber in combination, 100% Helanca, and terry Helanca, are the fibers primarily used.

Progressive also has incorporated knitted blanks in the line this year, it was noted.

In the rigid woven fabrics, styles include the standard three-needle boxer types, the fly-front beachboy type, the side zipper short boxer type, and also the zip fit with extended waistband.

New in the boxer type category are combinations of rigid fabrics with three inch knit inserts and tab and buckle treatment.

ments.

New in the rigid fabric line for the coming season are random cords in solid colors and checks.

Also new in the fabrics featured by Progressive are ticking stripes, print on ticking stripes, and interesting batik prints. Solids, prints, stripes and plaids also are available in a wide variety of colors and color combinations.

#### Early Response Noted

All of the boxer models are available either lined or unlined.

This firm's Lastex line features two models — the square leg brief and the 14 inch boxer length. Both are offered in solids, plaids, stripes, with such style features as tab and buckles, piped sides, and fancy elastic webbing.

Mr. Newman reported his firm has had an excellent response early, and considerably more business is on the books than at the same time last year. This firm recently appointed Oxenfeldt, Rouder and Levinson, New York City, as its new sales agent.

**Now Spinning . . . for Prompt Delivery**

## TURBO ORLON® ACRYLIC MARL

ALL COLORS . . . ON CONES.

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GASTONIA, N. C.

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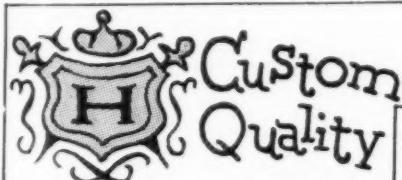
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**Herbert Mills presents for the first time a spring and summer line of knitted sport shirts for men and boys — featuring cotton and synthetic fabrics and designed with the high styling for which we are known.**

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PEnnsylvania 6-2850

Factory: HERBERT MILLS CO., INC.  
Marion, S. C.

## Revere Sees More Swim Varieties For Men's Season

WAKEFIELD, Mass. — Revere Knitting Mills produced 75 different styles in men's swim trunks during the past season of which 50 percent were boxers, with 40 percent semi-briefs and ten percent briefs.

Ezra Green, treasurer of the company, who is also in charge of swimwear production, said that the forthcoming season is likely to see as many more styles but that the allocations will be in somewhat different proportions, based on experience during the successful 1960 market period.

Revere surveys indicate a trend toward more knits in this field and the use of more knit elastic fabrics are planned.

The John L. Sullivan tights, however, will be limited if brought out at all.

The knee lengthers, presented with some skepticism as a novelty two years ago, produced surprisingly good sales for two seasons.

Mr. Green said the company continues to look upon horizontal striping favorably for another year but plans to use this pattern in a semi-brief length. The tie leg with a strip of elastic at the side appears to be popular with the high school set and Revere contemplates a sizeable run of such styles with striping of red, black, blue and other basic colors, with white.

Boxer shorts are expected to be an important application of woven fabrics. Plaids are likely to be big for this style. Mr. Green said he foresees some inclination toward light pastels in this field. Solids of loden and gold proved popular during the past year and will continue to have an important place in selections for the forthcoming season.

The company sees little to recommend grape or purple shades for men's swimwear and also frowns on prints of paisley and floral designs which have gained some favor in the more tropical and the resort areas of the country.

### Costs of Labor

Mr. Green also said that labor costs will have more of an influence on men's beachwear than in the past. This company will aim at a selection of serviceable swim trunks within a moderate price range and for that reason tends to eliminate belts and extra gimmicks although there will be a representation of this type of appeal in the new lines.

It is felt, here, that the use of elasticized fibers for knits will bring up the price about as much as the traffic will stand.

The use of textured fabrics and complex stitch patterns are not anticipated and neither will Revere show any great interest in the use of jacquard for swim trunks.

The new Revere lines will be predominately cotton, but Dacron and Helanca are also to be used extensively.

The use of wool has not been excluded but plans for the use of this fiber have not, as yet, been definitely formulated. Use of Orlon and rayon is unlikely at Revere for the 1961 season.

### Special Promotion Noted

Mr. Green said it is the policy of the firm to designate one or two groups of six items or so each for special promotion. In

1961, plans are to build such a program around an English regimental set with military side striping and another around a zig-zag or scalloped fashioned leg, styled to give a ragged effect, which will be known as the "pirate" promotion.

Revere Sportswear is planning its biggest effort in the direction of trunks with match-mates. Trunks and terry cloth tops are expected to be very strong here and styles and fabric patterns will also be designated to coordinate trunks with loose shirts, jackets and T-shirts.

## "Little Wrap" Bulky Knit Strong Transitional Item

BUFFALO, N. Y. — The Little Price Sportswear department of the William Hengerer Co. is attracting steady action with a bulky knit sweater in white Orlon, designed for wear with a wide variety of summer into fall fashions.

The sweater is styled in the Chanel manner and offered in small, medium and large sizes. Tagged at \$5.98, the "little wrap" sweater is proving to be a strong transitional item in the budget sportswear section.

**NEW KNIT PRESENTS**

**ONE OF THE MOST  
COMPLETE  
SWIM TRUNK LINES  
TO BE SEEN IN THE MARKET**

Featuring all types of Novelties, including  
the newest and most wanted models, Boxers,  
Staples, Lastex styles and Helanca Knits in various lengths.

**BUY NEW KNIT . . . and make 1961 your best swimwear year!**

**NEW KNIT MANUFACTURING CO.**

21 Nottingham Street, Lowell, Mass

**Exclusive Selling Agent KRAUSS-FELS CO.** 350 Fifth Ave., New York 1, N. Y. (Suite 4316-17)

## AIMBW Shows Fall Knits To The Press

Knitted outerwear for the teen and Ivy wardrobe and Continental and Trans-American wardrobe was previewed at a luncheon-fashion show at the Hotel Pierre in New York City.

The show, which was hosted by the American Institute of Men's and Boys' Wear for the second consecutive year, was held in connection with the New York Dress Institute's Couture Group, of which AIMBW is an auxiliary member.

Members of the press, radio and television who viewed the fall teen showing saw a full-fashioned shetland crew-neck sweater in a cross blazer stripe of lat, oatmeal and charcoal.

Also included in the items shown for the teen wardrobe was a harmonizing sweater and sport shirt in olive-blue. The sport shirt had foulard print on a cotton basketweave and button-down collar. The sweater, a blend of lamb's wool and Orlon, was a five-button cardigan with contrast raised rib and trim.

A high V-neck sweater in wool with all-over cable pattern

and contrast framing for the neckline was also included in the showing of the Ivy wardrobe for the fall.

Seen in the Continental and Trans-American wardrobe was a wool knit shirt in honeycomb texture. The shirt had a fly-front placket with jersey trim repeated in collar and pocket.

## Roberts Sales Earnings Show Substantial Gain

SANFORD, N.C. — Sales of Roberts Company, textile machinery manufacturer here, for the first half of fiscal 1960 ended May 28, 1960, rose to a record high for any six months period. Earnings were also up substantially, marking a sharp reversal from the loss in the like period of 1959.

In his interim financial report Robert E. Pomeranz, president, reported first half sales at a record \$3,860,380 with net profit of \$160,430, as compared with sales for the first half last year of \$1,997,592 and a net loss of \$149,125.

Sales are running approximately 50% above 1959, Mr. Pomeranz disclosed.



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N.E. Representative: James R. Moore, 801 Industrial Bank Bldg., Providence, R. I.  
Minn. & Wisc. Rep.: Roger F. Merrill, Upper Midwest Bldg., Minneapolis, Minn.  
Illinois Rep.: Lewis S. Margolis—Herbert Hertzberg, 222 West Adams Street, Chicago, Ill.



## TO ALL MANUFACTURERS, DISTRIBUTORS & RETAILERS

We are hereby warning infringers of our Patent No. 2,854,669 that we intend vigorously to take all steps necessary fully to protect our patent rights and will direct our attorneys to institute all proceedings authorized by law.

This patent, owned by the Franklin Sweater Mills, Inc.—America's largest producer of men's and boys' knitted swim trunks—is for a special type of construction in stretch knit swimwear to achieve form-fit features covering control, stretch and relaxation. The special construction has built-in qualities to fit individual sizes, as well as one size fitting a range of sizes.

The innovation promises to revolutionize the manufacture of men's and boys' knitted swim trunks.

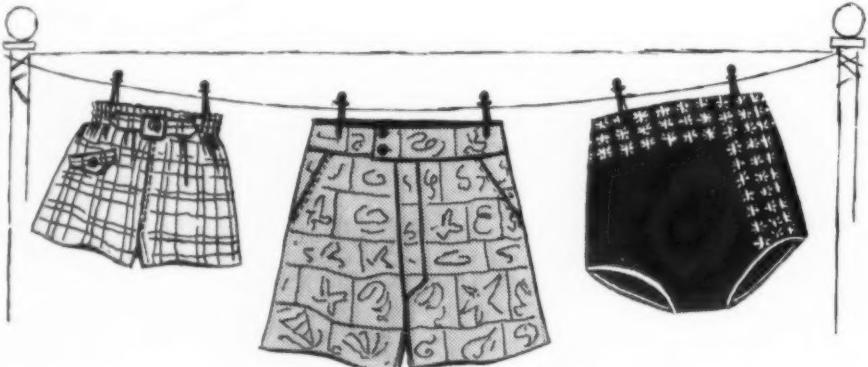
*Franklin* SWEATER MILLS, INC.



Factory: 1 and Ontario Streets, Phila. 34, Pa.

New York Office: 1441 Broadway, New York 18, N. Y.

# PROUD OF OUR LINE!



**ADVANCE STYLING  
FOR THE WHOLESALER  
TOP QUALITY—DOWN TO EARTH PRICES**

**MEN'S • BOYS' • JR. BOYS'**

- Clam Diggers and Deck Pants
- Regular and Semi-Brief Boxers—Reversibles—Square Cuts
- Zipper Fly "Swim and Play" Trunks
- Cabana Sets—Terry Jackets
- Novelty Styled Pockets, Bands, Vents
- Knits and Woven — Patterns and Solids

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KAM MFG. CO., INC.**

"MEL MEISTER"

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New York 1, New York  
CHICKERING 4-4446

SOUTHEAST AND SOUTHWEST REPRESENTATIVE: CALIFORNIA REPRESENTATIVE:

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329 Peachtree Street, N. E.  
Atlanta 8, Georgia  
JACKSON 3-6986

Benjamin Grossman  
719 South Los Angeles Street  
Los Angeles 14, California  
MADISON 2-9482

## Koret Swimwear Line To Feature Knits Exclusively

SAN FRANCISCO, Calif.—The growing importance of knits in swim suits is emphasized in the 1961 line of Koret of California. For the first time, the firm is using knit fabrics exclusively for its swimwear.

The new designs are in either Helanca or elastic combined with Helanca. In past seasons, Koret has offered a few cotton knit suits but woven fabrics were also used. Company officials report that they chose Helanca knits for the new styles because it offers excellent figure control, is quick drying, light in weight, and has a decided quality feeling about it.

Four styles in 12 different fabrics are included in the 1961 Koret swimwear. Included are four different silhouettes—the maillot, the one piece with little boy shorts, the two-piece, and the skirted one-piece. All feature very low backs with fit controlled by a special built-in bra construction that makes for a very flattering bustline.

In color, the accent is on the medium pastel range, although many strong and basic colors are also used. There is a peasant feeling to much of the line with one of the patterns being in a "peasant" knit stripe. The firm is also using jacquard and nub knits, frequently spiced with white. Color shocked with white is a recurring touch among the fabrics used.

Retail prices are expected to be between \$20.00 and \$25.00 with lower priced models too.

The ensemble look is a very important factor at Koret since each swim suit is made to coordinate with a group of sportswear. A minimum of five "cover-ups" are matched or coordinated to go with each one of the suits.

## Collins Votes Reg. Div.

Directors of Collins & Aikman Corporation declared a quarterly dividend of 30 cents per share on the company's common stock payable September 1, 1960 to stockholders of record at the close of business August 19, 1960.

## Lebocey "Double Jersey" Machine

(Continued from Page 21)

feed by feed, as the needle cylinder revolves.

Ratchets and pawls, incorporated in the control units, make possible racking of the latter one after the other. Actually, the function is accomplished by a cam put into actuating position beneath the rotating dial.

### Chain Racking

Positioning the racking cam is performed by a chain which is advanced one link after every revolution of the machine. Build-up of the chain determines the forward racking of the control unit either after each machine revolution or less frequently, as desired. There is accommodation for long chains so that pattern repeats can be extended almost indefinitely.

Besides normal interlock, eightlock structures can be produced independent of automatic changes. Appropriate needle set-outs allow eightlock to take the form either of 2x2 or 3x3 interlock. Within the limits of the number of feeds on the machine, different kinds of colors of yarns can be used. This allows for striping and where there is a 1x1 interlock structure as a foundation for eightlock, a special needle arrangement will allow the knitting of small square and check designs.

Special mention should be made of the usefulness of the automatic control in this connection, since tucking during certain machine revolutions can be utilized to give changes in the nature of the stitch and in the color sequences.

By leaving tricks (needle slots) empty in the cylinder and/or dial, many different fancy structures can be knitted. Several openwork effects are a case in point. Often these involve the accumulation of tuck loops on dial needles with low butts. Once again use is found here for the automatic changes possible on the Model Macdet machine. Tucking can be made to take place on the low butt dial needles at certain feeds at one time and at other feeds at another time.

Inasmuch as the action that takes place at each feed may

take twelve forms in accordance with the twelve different positions of the control unit; and providing further that these changes occur at 24-course intervals or intervals that are multiples of 24 courses, there are quite unusual opportunities for the knitting of bourselet fabrics, including reversible effects.

Besides making bourselet fabrics, it is also possible to produce them on a knit and miss (welt) basis. This means the changing of cams and yarn guides so as to confine the loop-forming action to one set of needles at pre-determined feeds.

Pique fabrics—single pique, texi-pique and double pique—are all fully within the scope of the machine. Either interlock or rib gating can be used and there are facilities on the machine for the change from synchronized to delayed timing and vice versa. Pre-set stops for the location of yarn guides avoid loss of time and risk of trouble when they have to be re-positioned.

Certain production figures relating to the knitting of interlock and double pique fabric have been quoted by Lebocey for the Model Macdet machine. For instance, when knitting interlock with a 1/28s w.c. yarn on a 16 cut machine, production will be 11 1/4 lbs. per hour and on 18 cut unit using 1/36s w.c., nine lbs. per hour. Equivalent figures for double pique using the same yarn counts are 12 lbs. and 9-2/3 lbs., respectively.

Other general features of the Model Macdet machine include a patented one-piece construction, the firm's well-known Supermatic feed wheels and a built-in motor-drive for normal, slow and inching speeds. In addition to normal stop motion devices, there is an electro-mechanical oiler fitted to the machine and a take-up mechanism which is claimed to maintain a particularly even pull on the fabric.

### Label Printer Offered

A small, inexpensive label printer and die cutter for factory and office use is being offered by The Paxon Co., New York.

Made by the Sohn Mfg. Co., Inc. in Wisconsin, the machine prints and die cuts in one operation on pressure sensitive, gummed, heat seal or tag stock, as well as foil and fabric.

# Something New in Ladies' Swimwear FOR THE WHOLESALE TRADE

## Knitted Fashions Inc.

**NEW!**  
**DIFFERENT!**  
**ORIGINAL! Styling**  
**in Cotton, Lastex® Knits**

**Complete size ranges —**  
**Wide price range from**  
**MODERATE to BETTER suits —**  
**all EXCITINGLY STYLED!**

**Also extra large sizes**  
**in Lastex® and Cotton —**  
**in fashionable muted shades**  
**including this year's popular batiks**

### Sales Agents:

**NEWMAN & TANNENBAUM**  
**350 Fifth Avenue, New York 1, N. Y.**  
**LAckawanna 4-6938**



**DAVE GOLDBERG, INC.**

**IT'S OUR MOVE!  
Come Up And See Us  
At Our Brand New  
Headquarters:**

**36 W. 20th St.  
New York City**

The one stop resource  
for all your swim suit needs —  
presents the line that  
is most eagerly awaited  
by the country's leading  
wholesalers of popular-priced  
women's, misses' and juveniles'  
bathing suits.

This is our 20th year of  
successful operation in  
our industry . . . Year after year . . . the

- #1 RESOURCE**
- #1 in Sales**
- #1 in Variety of Fabrics**
- #1 in Up-To-The-Minute Styling**

*Showings To Commence Monday,  
Aug. 1, 1690*

*May We Suggest You Call Or Write  
For An Early Appointment*

**DAVE GOLDBERG, INC.**

36 West 20th St

(8th Floor)  
Watkins 4-6825-6-7

New York 11, N. Y.

## Span-Season Styles Sell Sweaters Now

BUFFALO, N.Y.—Women's sweater business is being sustained in local department and specialty stores during the summer season through consistent promotional activity which now is being concentrated on season-spanning styles.

Retailers are giving considerable attention to sweaters in their newspaper ads, in point of sale display, in window display and other promotional media. A cooler than usual summer in Buffalo this year has helped the sweater business, because women have been in the market for cover-ups for cool days and evenings.

L. L. Berger, Inc., is featuring Garland Sheltie Mist cardigans to span the seasons, focusing attention on the \$7.98 price point. The brushed wool sweatshirts are being suggested for wear with a variety of sportswear.

The cardigans are being offered in this range of season-spanning colors: beige, red, blue, black, oxford gray, hunter green, yellow, brown and navy.

The women's sportswear sec-

tion of the William Hengerer Co. is putting strong emphasis on embroidered wool sweaters at \$10.98. Featured as a "Vacation Cover-Story," the wool cardigans are offered in larger sizes—38 to 44.

Hengerer's is promoting the sweaters as ideal for vacationing, for town or country. They are selling in white, medium blue, rose and navy, trimmed with flowered embroidery.

"Smart Like a Fox" is the theme being used by Oppenheim Collins & Co. to spotlight a high fashion sweater being featured in its street floor department at \$17.98.

The Orlon cardigan is trimmed with Italian Alpine dyed lamb collar and detailed with rhinestone buckle and studs. The fur collar is detachable.

### A. Saltzman Joins Blair

Arnold A. Saltzman, president and director of Premier Industries, Inc., and of Premier Knitting Co., Inc., has joined D. H. Blair & Company, New York, money and stock brokerage firm members of the New York and American Stock Exchanges, as a limited partner.

*Contract  
Knitters . . .*

## NOVELTY KNIT FABRICS OF ALL DESCRIPTIONS

*including Orlon and worsted jersey*

## NEW! SWIMWEAR FABRICS

*of Helanca®, Cotton, Worsted*

**SAFTLAS** KNITTING  
MILLS, INC.

230 Passaic St., Newark 4, N.J.

HUMBOLDT 2-3182

# UNION KNITTING MILLS

133 W. BERKLEY ST.

PHILADELPHIA, PA.

## • SWIM TRUNKS •

### KNIT COORDINATES

### • CABANA SETS

MEN'S — BOYS' — JUVENILES'

**With our new Modern Knitting plant  
you can be sure of  
exclusive knitted fabrics in our swim trunks**

Exclusively Represented By

**HAROLD L. NEWMAN CO.  
NEWMAN & TANNENBAUM**

**SUITE NO. 4323  
350 - 5th AVENUE  
New York 1, N.Y.**

# **SwiModes!**

# **SwiModes!**

# **SwiModes!**

# **SwiModes!**

Whatever style you are looking for,  
this year, it's **SwiModes!**

**Girls', Children's and Ladies' Swimwear**  
**Woven Cottons, Elasticized Knits and Lastex®**  
**Plains, Fancies, Prints and Plaids**  
**Classic, Skirted and Boy-Leg Styles**

Represented by

**SALES CO. OF AMERICA**

100 West 32 Street, New York 1, N. Y.  
LONGACRE 4-6400

## **Boxers Stressed In Merlyn Line**

Novelty boxers, both woven and knit, are the main features in the 1961 men's and boys' swimwear line now being offered to the wholesale trade by Merlyn Mills.

A two-tone Greek key vent is one of the key items in the line and the other is a two-tone diagonal zipper swim and play trunk. These boxer trunks are available in a variety of colors.

Fancy treatments are the order of the day with lots of novelties in cut and sewn as well as knits.

Various leg treatments, buckles, belts and two-tones have been planned for the coming season and the semi-brief boxers and regular boxers are to be highlighted with front buckle trim. The various two-tonings will have spot decorations, emblems and vents.

Square cut leg models, are also planned for the young fellows.

Zippers are becoming more and more prominent on swim trunks and will probably con-

tinue to be accentuated in the future, a spokesman for the firm indicated.

Along with polished cottons, the firm will be offering knits in Chromspun and Lastex combinations.

### **Printed Fabrics**

Merlyn Mills specializes in printed fabrics in addition to solids. Woven prints will be featured in the new line as well as solid colors, plaids and stripes. Fabric will be predominantly cotton.

Merlyn Mills experienced an excellent 1960 season in the men's and boys' swimwear line with an estimated 40 percent increase in business over the previous year.

Although it was pointed out that re-order business was poorer than had been anticipated, stocks of its buyers, the firm said, are clean with no carryover.

### **Merged Into Aberfoyle**

PHILADELPHIA, Pa. — Rex Mills, Inc., Gastonia, N. C., spinners, a wholly-owned subsidiary of Aberfoyle Mfg. Co. here, has been merged into Aberfoyle.

# TULLY gives wholesalers what they want most!

As one of the largest sales organizations catering to the wholesaler, Henry J. Tully & Co., Inc., is in a position to serve wholesalers most efficiently and satisfactorily.

TULLY'S merchandise offerings represent the best values possible, brought about by volume production of the mills we represent and volume selling.

### **FEATURING FOR SPRING 1961**

COMPLETE LINES OF MEN'S, BOYS' AND JUVENILES'

• SWIMWEAR

• POLO SHIRTS

• JACKETS

TULLY IS TOPS FOR KNITWEAR AND SPORTSWEAR

# **HENRY J. TULLY & CO., INC.**

Empire State Bldg. (Suite 500), New York 1, N. Y.

OXFORD 5-4880

## Heminway & Bartlett Hold Annual Sales Convention

A three-day meeting of the executive, manufacturing and sales staffs of the Heminway & Bartlett Mfg. Co. was held recently at the Westchester Country Club.

Speakers at the meeting included W. S. Heminway, president of the company, who analyzed the thread industry and the firm's position in the field, as well as the company's plans for future expansion. W. E. Thompson, research director, told of new products and research development, and E. A. Reit and H. W. Schott of the Watertown plant covered the production and credit phases of the business.

At the golf tournament, which was held in conjunction with the sales meeting, the sterling silver President's Cup was won by W. S. Heminway Jr.

## Fletcher Works Donates Twister To Phila. Institute

PHILADELPHIA, Pa.—A new High Speed 9000 RPM Duplex Doubler Twister to be

used for instructional and research purposes has been donated to the Philadelphia Textile Institute by the Fletcher Works, makers of textile machinery.

The gift was made by Fletcher to help keep the institute equipped with the latest advancement in twisting of synthetics, textured yarns, glass, cotton and worsted yarns, Edward T. Taws, president of the firm, announced.

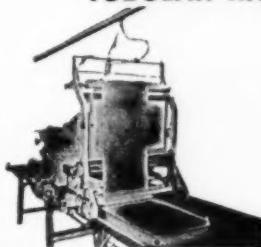
Mr. Taws is a member of the board of the PTI Foundation and also active in alumni work.

## Yarn Selling Agent Opens District Office In R. I.

PHILADELPHIA, Pa.—William A. Popp & Associates, Inc. of Jenkintown, Pa., yarn selling agent, has opened a new district sales office in Pawtucket, R. I., William A. Popp, president, has announced.

Harry J. Bardsley has been named assistant treasurer of Popp & Associates and will be in charge of the New England office. He has had 16 years experience in textile manufacturing in an executive capacity and 14 years in yarn sales.

## THE BEST WAY TO LAY UP TUBULAR KNITS FOR CUTTING



### CRA ELECTRIC KNIT GOODS LAYING UP MACHINE

FASTER, MORE ACCURATE,  
TENSION-FREE...PAYS FOR  
ITSELF IN SAVINGS OF TIME,  
HELP, MATERIAL.

### FINDS—REMOVES LOOSE THREADS FROM FINISHED PRODUCT



CRA CLIPMATIC  
THREAD TRIMMER

### THE RIGHT TABLES FOR YOUR CUTTING ROOM



CRA METAL SECTIONAL  
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Illustrated Literature on Request  
**CUTTING ROOM APPLIANCES CORP.**

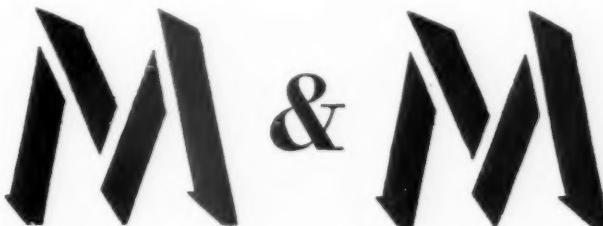
1134 Broadway • New York 10, N. Y.  
MURRAY HILL 5-9144



We're having our **greatest knit swimsuit season . . .**  
and we're planning even **more spectacular fabrics**  
**for 1961!**

Our exclusive knits and woven Lastex suits have been  
fabulous "hits" with everyone who has an eye for originality

- For 1961, we're planning an even greater fabric range —  
in knits of Helanca/Lastex — Orlon/Lastex — Cotton/Lastex
- Our woven Lastex suits will be leaders in style and sales



**KNITTING MILLS, INC.**

Darien & Noble Sts., Philadelphia, Pa.  
SAM H. BATT, Sales Manager



-an established, dependable name in Sportswear

announces to the WHOLESALE TRADE the opening of a NEW SWIMWEAR LINE for MEN and BOYS for SPRING '61-featuring cotton, Lastex® and knits . . . The line includes boxers, lined boxers, reversibles, beach boy and Virginia Beach styles.

Also being shown for spring '61 are MEN'S and BOYS' DECK PANTS in various styles and fabrics.

And, of course, **YALE** is the name in GIRLS' and BOYS' PEPPERELL GYM SHORTS and GIRLS' GYM SUITS.

## HERMAN HELLER DEPT.

FLAGG-UTICA CORP.

350 5th Ave., New York 1, N.Y.

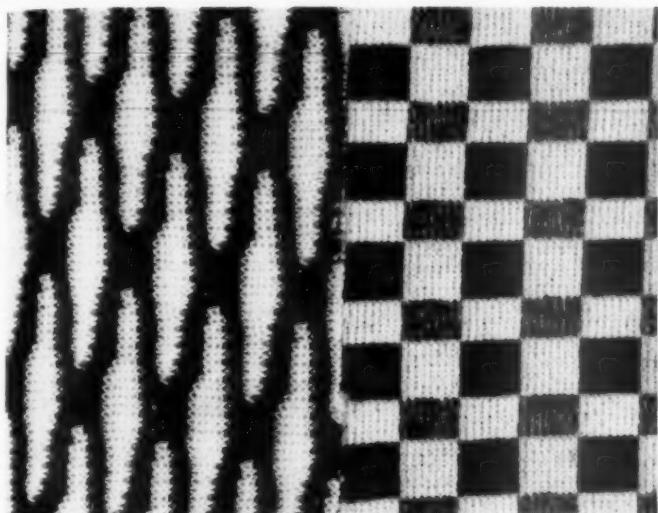
LOngacre 4-3393

*Representing:*

**YALE SPORTSWEAR CO., INC.**

**YALE UNDERWEAR CO., INC.**

EASTON, MARYLAND



Two interesting knitted swimwear fabrics from Edmos Products Corp. are created from 100 percent Nylon. Left is a black and white pattern raised in a blister effect. Pattern at right, alternates squares of black, white and gray in a quasi-checkerboard design.

#### New Nylon Mesh Bra Pad Introduced In Swimwear

E. DeGrandmont, Inc., New York City, has announced the introduction of a new type of nylon mesh bra pad to enhance swim suit bustlines.

Made of permanent finish molded nylon mesh, a pair of

the pads, the manufacturer says, weighs less than an ounce and will not wrinkle or wash out of shape. They are available in made-to-order shapes in all bra sizes for immediate insertion in swimwear.

The 63-year old firm has also introduced a new line of Dacron elastic fabrics for swim suits.

*This is an* EXCLUSIVE NEW  
MODEL  
*built especially  
for*  
KNITWEAR  
U. S. MODEL 99-KS



for every felling operation on  
knitted outerwear . . . around  
necks; around arm holes; hems bottoms —  
all with an elasticized stitch that stretches.

U. S. blind stitch machines are Unquestionably Superior



# U. S. BLIND STITCH MACHINE CORP.

231 WEST 29th STREET, NEW YORK 1, N. Y.

LACKAWANNA 4-9144

# COLLINS & AIKMAN Yarns

ORLON, WORSTED, NYLON, DYNEL,  
ALPACA, MOHAIR AND BLENDS

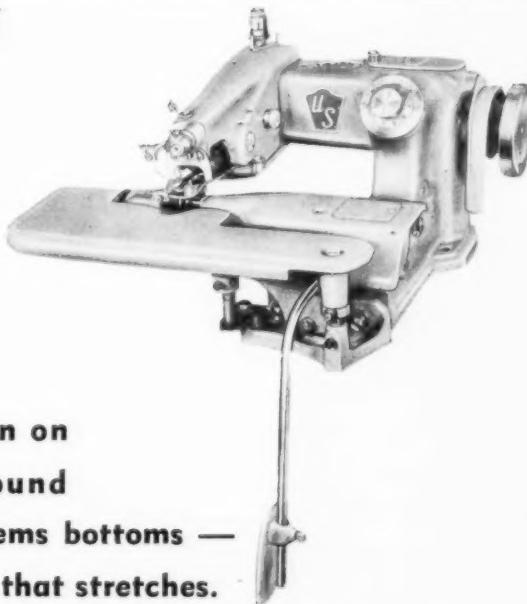
## COLLINS & AIKMAN YARN DIVISION

210 Madison Avenue, N.Y. 16, N.Y.  
MURRAY Hill 9-3900  
Lowell, Mass. GLENview 3-8161

Philadelphia, Pa.  
Thomas A. Molyneux Inc.  
GARFIELD 6-1698

Chicago, Ill.  
David F. Swain & Co.  
FRANKLIN 2-6246

New York, N.Y.  
Kramer & Wolf, Inc.  
MURRAY Hill 4-2893



**MEN'S  
BOYS'  
JR. BOYS'  
SWIMWEAR  
FOR THE  
WHOLESALE  
TRADE**

**NOVELTY LASTEX BRIEFS**  
Men's, Boys' & Jr. Boys'  
**KNIT BRIEFS, TRUNKS,  
BOXER and BERMUDA  
LENGTHS in all size ranges**

**TERRY  
CABANA SETS**  
**SURF PANTS**  
**WOVEN TRUNKS**  
solids, fancies,  
prints, plaids,  
reversibles,  
tab waist front zips,  
for the whole  
range

**CLAYTON MFG. CO.** — division of  
THE JOHNSTOWN KNITTING MILL CO.  
350 Fifth Ave.  
New York 1, N. Y.

PE 6-2354

## Buyers Of Men's & Boys' Swim Trunks Optimistic About Next Year's Business

Although poor weather was the determining factor in making the 1960 swimwear selling season an average one for the retail trade, swimwear buyers in the men's and boys' field view the 1961 season with considerable optimism.

Retailers expect the business boom to be carried into 1961 and they feel that sales of swimwear will move upward in tune with retail business in general.

A factor pointing to steady expansion in the swimwear business, according to merchants, is the fact that men and boys, who formerly were able to get through at least an entire season on one swim suit, now find they must have at least two to see them through. This is broadening the market for swimwear all the time, increasing both unit sales and dollar volume of retailers.

Buyers noted that sales of John L. Sullivan's picked up considerably in the past season. They said they received many calls for these models in the higher priced categories, with olive and gold the predominant color choices.

Promotion of the Long John's was considered excellent this year and all indications pointed

to a peak volume in the coming season.

Boxer models with zipper fronts—"The Balboa"—are expected to add a boom to the new swimwear buying season, many buyers reported. This season, they observed, the short boxer styles moved with considerable success. Overall patterns were in plaids and conversationalists.

Bedford cord fabrics in solids with a crest, or emblem motif, and fancies also gained in consumer acceptance, buyers reported.

Solid colors continued predominant, but golds and olives captured the interest of many swimwear consumers.

Coordinated selling efforts and big, color advertising promotions are expected to heighten the interest in men's and boys' swimwear sales next season.

## Carlton Yarn Mills, Inc.

Cherryville, No. Car.

**Carlton Division**  
Kings Mountain, N. C.

**Cartex Division**  
Salisbury, N. C.

## Turbo Orlon® Acrylic

Natural Cones  
Natural Skeins  
Skein Dyed Cones  
and  
Fine Cotton Yarns

## "Carlspun"

## WATERMAN, MERRILL, LARGEN & Co., Inc.

NEW YORK 125 Chrysler Bldg. YU 6-7144	GREENSBORO P.O. Box 2991 BR 4-9048	PROVIDENCE Hospital Trust Bldg. JA 1-0800	CHARLOTTE Carmel Park EM 6-2422	PHILA. Enterprise 6019
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## Primary Market Swimwear Report

(Continued from Page 11)

### Knitted Fashions, Inc.

Hawaii is making news in fashion as well as politics this year according to the general picture at Knitted Fashions, Inc. The figure-flattering features of the draped sarong is a popular line for both cotton and Lastex suits.

Lastex suits are noteworthy for their light-weight construction from all cotton and rubber without heavy acetate or rayon.

Helanca and Orlon knits are important. Trim details are utilized especially in larger sizes.

Patterns tend towards the geometric with some plaid influence. Florals are big and splashy. A "watered" misty effect is popular both for these and for the plaids.

Black holds its own at the head of the popularity charts with bright red orange and cherry red and softer lilac, gold and lime steady second place favorites. Vivid colors are a change from the muted effects previously popular.

A perforated foam rubber bra constructed without bones supports the line of the one-piece suit on top. Mylar bones which will not split are utilized for additional support in two-piece suits.

Ensembles are a popular and practical innovation in this group. A boy-leg model is a yellow calico pattern is topped by a white terry cloth shorty jacket bordered with the calico. Side Shirring gives the suit added leg-support.

Knitted Fashions carries women's size range of 32-38,

40-44 and 34-40. The line is shown by Newman and Tannenbaum.

### Monterey Mills

A touch of the tropics highlights Monterey's 1961 line bringing great popularity to Hawaiian shades of green, gold and pineapple as well as to the soft lines of the side drape and sarong models.

Lastex, knits and Arnels have been produced in one and two-piece design with both built-up and strapless tops. Skirted and maillot models are seen in misses' and women's sizes 32-44.

Solid shades are still high in popularity with checks and floral prints in bold designs and bright colors offering strong competition for number one position.

The over 25 patterns offered in Helanca, Orlon and cotton group are dominated by prints. A tapestry effect, most unusual in this group, achieves interesting results by combining the staple black and white shades or blending more unusual tones of camel and turquoise.

Lastex suits have been produced in solid shades and with novelty prints. Metallic fabrics offer versatility and variety to this group.

The pleated skirt is a popular model in the Arnel family.

In addition to the Hawaiian shades, ever-popular black holds its own for the new line while pure white may expect to see much use.

Nylon thread construction offers greater strength to these suits. The foam uplift bra in most models is another popular construction feature of the line.

### Sea Gems, Inc.

Knits play out a full range of possibilities in style and con-

(Continued on Page 38)

all  
these  
firsts...

## HAVE MADE ALLEN KNITTING MILLS THE FIRST IN 100% ACRILAN ACRYLIC JERSEYS

**FIRST** 100% ACRILAN Jersey

**FIRST** "REDMANIZED" Jersey of ACRILAN

**FIRST** Jersey in hi-bulk ACRILAN

**FIRST** in hi-bulk ACRILAN fancies and stripes

**FIRST** in yarn-dyed ACRILAN

**FIRST** in worsted-spun ACRILAN

**FIRST** in Type 16 ACRILAN

**FIRST** with Allenella Jersey Prints

**FIRST** with Eleganté—highest-quality Jersey knitted of worsted-spun Acrilan available in 2-denier

**FIRST** with Scottfoam Eleganté—Eleganté with Scottfoam bonded to it, creating new horizons for outerwear manufacturers

Allen Knitting Mills produced the first 100% Acrilan Jersey. Manufacturers asked for more ... and more. Allen turned out, not only more—but entire new concepts in ACRILAN Jersey listed above.

Whatever you manufacture in Jersey, one or many of the ACRILAN Jerseys listed here can bring you "firsts" in peak sales. Come in and consult with us...we'll show you how the inventiveness that produced all these famous Allen "firsts" can work for you!

## ALLEN KNITTING MILLS, Inc.

1412 Broadway, New York 18, N. Y.

**OUR SPECIALTY IS**

**GARNETTED ORLON®**

**3 RUN**

**ACRYLIC**

"The Whitest White you've ever seen" and Lustrous Colors

**SURENA, INC.** SALES AGENTS  
905 Metropolitan Ave., Bklyn 11, N.Y. EV 8-3331

# Pampered

**THAT'S THE WORD FOR CARON YARNS  
FOR BAN-LON® GARMENTS**



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## Primary Market Swimwear Report

(Continued from Page 37)  
struction within the Sea Gem 1961 line.

The slender young figure is no longer the only consumer group whose interest may rightly turn to this type of suit. Border skirts and other features allow the somewhat less than perfect figure to fill a knit suit gracefully but the simplicity of the straight sheath line is, of course, always utilized for its steady popularity.

Helanca, Orlon and cotton fabrics are used in knit construction. Color variations and button trim are a further feature of this group.

The low back and built up shoulder is a popular cut, especially in the Lastex group. The latter includes prints and fancies ranging from the floral to the abstract.

Black is always a big seller in this line, but traditional favorites ranging from navy blue to red, to green are expected to hold their own on the color wheel, while white glows with increased popularity and use.

Foam rubber bras are a feature of most suits in this ladies' line (sizes 32-38).

### Swimodes, Inc.

Swimodes discerns a continuing trend towards knits whose strength lies especially in striped patterns.

Boy-legs, bloomers, ruffles and pleated styles form the basis of a comprehensive line which includes sizes four-six, eight-14 and 32-40 in cotton, knit and Lastex construction.

Pleated skirts promise outstanding popularity for this firm.

Woven, wash and wear cottons and Arnel fabrics offer a wider range of possible styles in the cotton line.

A general combination of prints is offered; abstracts, floral and geometric designs comprise this group.

Plaids are brightly toned yet darker for the 1961 season.

Color-wise, the general trend seems to emphasize green in shades of loden and olive with a complementary shade of gold running a close second.

Foam rubber bras are a construction feature of women's suits.

Advertising played a key role in the January hike in swimwear sales on the West Coast. Big ad displays helped promote the sales of Cabana sets, which ran out early and were re-ordered promptly.

Buyers said selling was brisk during the early part of the season with the boxer models moving exceptionally well as a result of the numerous style features that were being offered in this grouping.

### New DuPont Dyes Mgr. Chosen For New York

WILMINGTON, Del. — J. Edward Dempsey has been named assistant manager of DuPont's New York consulting service for dyeing and finishing effective September 1.

Succeeding Mr. Dempsey as assistant manager of the division's Chicago district sales office will be F. L. Shackelford, Jr.

### SWIM TRUNK GLOSSARY

**CALIFORNIA VENT** — A side slit usually incorporated on a brief trunk for better thigh fit.

**BALBOA** — An abbreviated boxed with zipper side closure.

**BEACH BOY** — Boxer trunk with zipper fly closure and two-button flap waist. Sometimes also called Virginia Beach.

**BOXER** — A full swim trunk with either a 3 or 4 row elastic waist top.

**REVERSIBLE** — Just as the name implies, it's a trunk that can be worn either side out.

**STRETCH** — A brief knitted of a stretch filament nylon, most commonly Helanca.

**JOHN L. SULLIVAN** — New in most of the top-flight lines are the long-john trunks, a throwback to the days when John L. Sullivan reigned. These come in both knitted and woven fabrics, sometimes in a combination of the two cloths.

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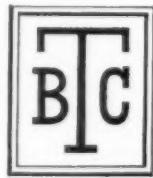
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### Rose Marie Reid Int'l Conv. Aug. 17; New Posts Filled

LOS ANGELES, Calif. — Rose Marie Reid's international sales convention will be held August 17 through August 20 at the Beverly Hilton Hotel, according to an announcement by president Paul Haberfeld.

In addition to well over 100 field men and home office executives, there will be international participation by members of licensee firms and export sales representatives.

According to Haberfeld, the sales convention program for this season will be one of the most comprehensive ever undertaken by the swim suit firm, including review of performance for the season just ended, plans and policies for the new year and merchandising of the new line. Plans also include a visit by participants to the new San Fernando Valley plant for Rose Marie Reid now under construction.

A pre-convention reception the evening of August 16 will be hosted by Jack Kessler, chairman of the board, to welcome participants to the international sales gathering prior to official sessions the following day.

At the same time, Haberfeld announced a number of new sales posts for both Rose Marie Reid and its subsidiary, Marina Del Mar. The new assignments will be effective as of September 1, he said.

Richard Eisner, midwestern regional sales manager, has been given the added assignment of coordinating Marina Del Mar selling activities on a national basis and for developing an expanded sales organization for this division. In his functions as Rose Marie Reid's midwestern regional sales manager, Eisner will be assisted by Ervin Tullman and Ben Ross who have been promoted to the new post of district sales supervisors. They move from their former territories to Chicago for this supervisory assignment covering respectively the west central and east central sections of the midwest region. Both Tullman and Ross will retain, and personally service, certain key retail accounts in their former territories.

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geles, intensified activities have lead to the creation of the new post of assistant regional sales manager. In the East, the position will be filled by Larry Weinberg, formerly a Rose Marie Reid field sales supervisor. In the west, Jack Shane will move from the San Francisco Bay area to become assistant regional sales manager for the western region.

The field sales supervisor position relinquished by Shane will be taken over by Don Zuboff, who returns from a two-year assignment in Europe as export administrator for Rose Marie Reid International Ltd., overseas sales subsidiary.

Henry Kessler, long-time procurement director for Rose Marie Reid in Los Angeles, will move to Europe to fill a combined administrative and sales coordinating position. In addition, Kessler will undertake certain purchasing functions on behalf of Rose Marie Reid and various of its foreign licensees. The new arrangement will permit the firm to utilize the many important contacts it has developed in the European fabric and print markets, Haberfeld said.

### M & M Now Occupies Full Building; Plan Expansion

PHILADELPHIA, Pa. — M & M Knitting Mills, makers of ladies' swim wear, has taken over the entire building it occupies at Darien and Noble Sts. here, in a major expansion.

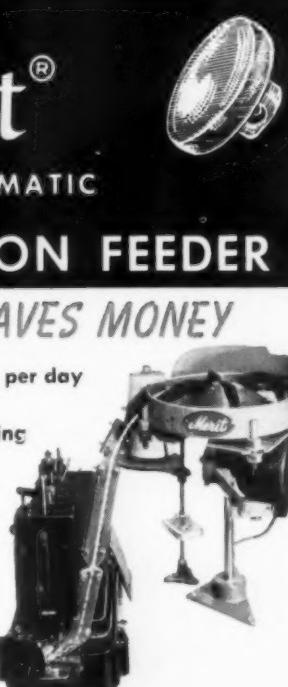
Abe H. Liebster, head of the firm, said the mill is currently undergoing a complete revamping of layout for improved production flow and increased production.

The firm previously occupied four floors. It now has the entire five floors and basement of the building, providing 75,000 square feet of manufacturing space.

### Bruce Leases Facility

PHILADELPHIA, Pa. — A 40,000 sq. ft. one-story facility adjoining the rear of the 102,000 sq. ft. distribution center recently opened by Robert Bruce, Inc. at Richmond Street and Allegheny Avenue, has been leased by Frank G. Binswanger, Inc. to John T. Van Belle who will use it for expansion of a floor covering division he operates for department stores, here.

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## Retailers Defer Swim Close-Outs

(Continued from Page 1)

encouraged manufacturers in some instances to produce more than they might otherwise have done. A cool June then made them nervous about inventories and they liquidated prematurely to retailers, who nevertheless held the line and gained thereby.

There was considerable feeling, besides, that premature price-cutting on the part of manufacturers was triggered by off-price offerings that were made quite early by a few large swim suit producers. Smaller firms, being naturally influenced by the example of their larger and stronger competitors, were then moved to follow the same course.

The season's development is, therefore, considered to have been somewhat atypical in this further respect: Usually, brand-name leaders contribute stability to the price structure at a time when smaller producers, under financial pressure, give way and liquidate prematurely.

whereas this year, some of the larger firms led the way in reducing prices.

So far as can be gathered in the absence of statistical tabulations, it was the general consensus that unit volume of swimwear produced this season was above the level of the previous one. This may in part have been due to the fact that there was hardly any carry-over of inventory from the previous season in the hands of either retailers or manufacturers.

## Sacony To Air Condition 3 South Carolina Plants

S. Augstein & Co., has awarded a \$250,000 contract for air conditioning three of its four South Carolina production plants to J. L. Winn Co., Greenville, S. C. The firm's Manning, S. C. plant has already been air conditioned.

Announcement of the immediate air conditioning of the plants in Cheraw, Pageland and Chesterfield, was made by Sidney Augstein, president.

Sales of the company were reported as "running substantially ahead of the first six months of 1959."

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AUGUST 1, 1960

### Herman Heller To Sell Yale Swim Trunk Line

EASTON, Md.—The Yale Sportswear Company, producers of Pepperell gym shorts, will manufacture a comprehensive line of men's and boys' swim trunks for spring 1961. Yale has engaged a prominent swimwear designer who will also oversee production.

The Herman Heller department of Flagg-Utica Corporation will be exclusive sales agents for Yale swimwear as they have been for many years

on all other lines produced by Yale.

Heller representatives are showing the swimwear line and related lines of cotton and Ban-Lon sport shirts and sweatshirts.

### Choose Lit Bros. Buyer

PHILADELPHIA, Pa.—Edwin Prossack has been named buyer of sportswear for the subway store of Lit Bros., here, succeeding Irene Esposito, who has been named buyer of junior dresses. Prossack had been buyer of accessories and hosiery.



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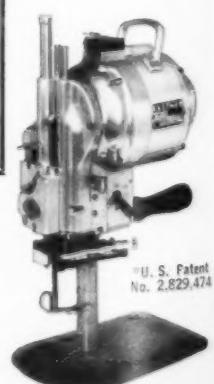


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## Oregon Buyers Like Swim Suits In Varied Styles

PORLAND, Ore.—Careful consideration of buyers' comments on the 1960 women's swimwear season here indicates a lack of decisive opinions or predictions concerning the trend of consumer preferences. This is borne out by the fact that observations of buyers for the different stores tend to be quite contradictory in some respects.

Agreement seems general, however, that the season as a whole was as good or better than the preceding year—which was a very good one indeed. Had spring weather been favorable, 1960 would probably have a record-setting season—as the very early business and the mid-summer trade were excellent.

Knit swim suits were reported by some department or specialty stores as gaining in importance. Other stores said that the popularity of knits was holding about the same as last year.

Some buyers thought the two-piece trend had been over-estimated, but it seems apparent

that their popularity at least shows a definite increase. While Bikinis were unimportant volume-wise here, they did serve to spark interest in swim suit styling and in the bare look. Oddly enough, it was reported that older women and the larger sizes bought them to a greater extent than the very young. This is perhaps because they are used for wear around private pools.

Little cover-up jackets for Bikinis were very well-received and helped in selling the suits.

Buyers found maillots selling better than usual—with one buyer for a large store making the guess that they comprised 15 to 20 percent of this year's business. The trend in that direction is expected to continue for several years.

Low-cut backs were cited as being very popular.

Some buyers said that prints and other patterned or novelty fabrics were gaining ground as against the solids, while others feel that there has been no particular change in that regard.

Solid colors, especially black or white, were described by personnel at one store as being

(Continued on Page 48)

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## Jantzen Sees "Slim And Bare Look" Continuing As Swimwear Style Trend

PORTLAND, Ore. — Swim suit styling in general and the knitted swim suit in particular have enjoyed an even greater degree of interest this year than in past seasons, according to Bill O'Brien, new director of sales and marketing for Jantzen Inc., in an interview at the company's headquarters here.

"We have seen a greater emphasis this year on the knitted suit, both in our own sales and in our observations at the retail level—and there will probably be still more business in knits in 1961."

"This is partly because of the current interest of young girls—and of other wearers, too—in the more sleek, fitted look—the "slim" look—rather than the draped or Shirred suit that has been popular in past seasons."

O'Brien says that this "simple, classic look" goes along with the bared look as one of the significant trends of the season.

Jantzen spokesmen say the company has had a wonderful season with its 1960 line, and that the public has shown a much greater interest than before in swim suits and stylings. This, despite very poor swim suit weather in the early summer in the Midwest and Northwest and an absence of extreme heat in the Northeast.

Fabric-wise, in women's knit swim suits, O'Brien noted a decided trend toward Helanca and also toward blends of cotton, Laton and rayon. However, he finds the customer is not so concerned with the specific fibers used as with the figure-control offered by the knitted fabric.

Maillot styling is a very live trend, O'Brien indicated—not only in knits, but also in women's elasticized suits. Along with this goes the interest in low backs, plunging necklines, sides cut high, and other "bare" characteristics. The promotion of the Bikini has been significant, not so much in terms of volume, as in this trend toward the bare look.

The two-piece suits sold quite a bit more heavily this year than last, and Mr. O'Brien expects that still more will be sold next year. Included will be various types of Bikinis, but for next year they may be more subdued than in 1960.

The two-piece sold particularly well in certain sections of the country, and especially in

the California market. This West Coast preference, however, didn't carry as far north as Oregon and Washington.

In the East, the two-piece has not been as readily accepted, nor in the South. The Miami market failed to show the interest felt in the Los Angeles area, where two-piece suits amounted to perhaps 30 to 40 percent of the volume. In the East, the proportion might run about 10 percent, for the South possibly about 5 percent.

Patterned fabrics accounted for a big part of the business this year. Probably one reason is their usefulness as a camouflage, says Mr. O'Brien.

The textured look, too, has taken away from the demand for the plainer solid colors. Textured effects have proven particularly suitable for the white swim suit.

Black has been a very popular solid color. The next in demand, in solids, has been blue.

The South Seas, or "primitive" print will probably get a slightly heavier promotion push from Jantzen next year, along with the two-piece and the bare look.

Tones are expected to be lighter, in the pastel range. Where colors are bright, they will be brighter and more vibrant than usual. The darker, tone-on-tone arrangements will probably vanish from the scene.

Multiple swim suit sales—that is, the sale of several suits to a customer during the season—is a definitely increasing trend. Such purchases are apt to be successive and scattered throughout the season, rather than selected at one time.

Many more skirts and many more jackets were sold this year, to accompany Jantzen swim suits. However, observation of the end use of these coordinates has indicated that they are apt to be bought and used mainly as play clothes, rather than for their ability to double for other types of garments in the summer wardrobe.

## Turbo May Build Its Machines In Japan

PHILADELPHIA, Pa. — Turbo Machine Co. is "discussing" the possibility of having its textile machinery made in Japan for sale in and around that country, but "no definite agreement has been reached yet," a spokesman said.

Turbo has been talking with Osaka Kiko Co. about having its stapler bulky yard machines made by the company. Another company, Kyoto Kikai Co. is reportedly interested in making the Smith Drum division's dyeing and finishing machinery, under a license agreement. The Turbo spokesman said Japan is a big market for textile machinery.

The spokesman said the reason for the consideration of these agreements, if they materialize, was that the cost of doing overseas business had become too prohibitive. The cost of shipping machines to foreign countries has given the competitive edge to foreign makers. Turbo does a considerable amount of business with many European countries, but could

do more, if it weren't for this factor.

A company in Spain has been making Turbo's dyeing and finishing machinery since the beginning of this year and has begun making deliveries. Much of this production is for Spanish companies.

## Cite Need For Swimwear Self-Selection And Aid

MINNEAPOLIS, Minn.—Wells Gustafson, buyer of both men's and women's swimwear at Anthonie's specialty store on the south side of this city, believes in both self-selection and counter selling by sales personnel. Anthonie's is unusual in that half of the store is devoted to men's apparel and the other half to women's.

In its men's swimwear section the store features a wide variety of styles from the briefest types to the new knee-lengths.

At the beginning of the season Anthonie's displayed swim suits by suspending them from colored fish nets stretching across the top of the store. Swimwear also was displayed prominently in its windows using resort and nautical themes.

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meinhard WESTERN INC.

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## SCHAFFER, PFIZENMAIER & KIRKLAND YARNS

FOR THE KNITTED OUTERWEAR TRADE  
WORSTED — ZEPHYR — SYNTHETICS — BLENDS  
FROM LEADING SPINNERS

NEW YORK

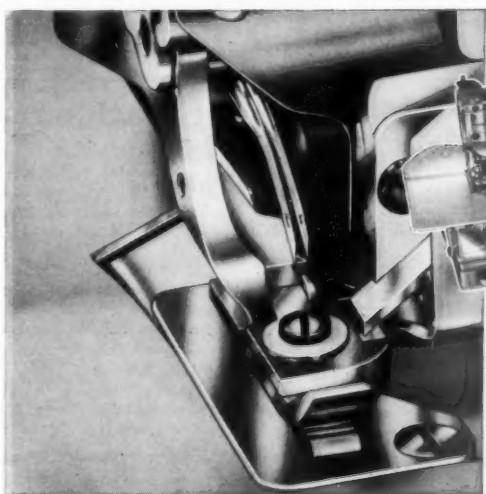
51 W. 35th Street, L'Onagre 3-0479

PHILADELPHIA  
3701 No. Broad Street  
BALDWIN 3-6295

BOSTON  
246 Summer Street  
LIBERTY 2-9660

LOUIS F. SCHAEFFER — JOHN L. PFIZENMAIER  
EDWARD V. KIRKLAND  
LOUIS S. BACHER — KENNETH B. MAC KAY

## For Double Stitching Protection...



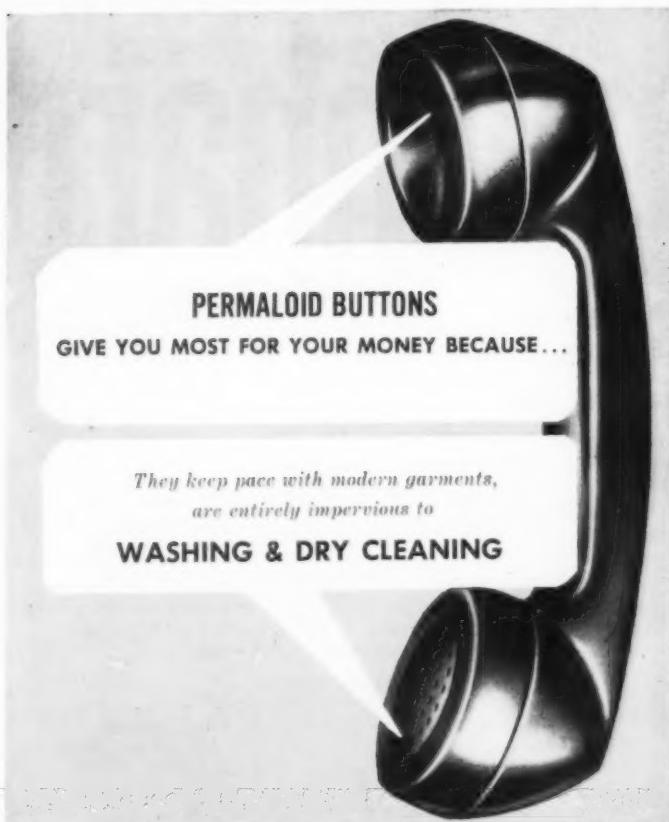
Send swatches of your fabrics—or  
typical garments—for sample stitching.

## MERROW 2 NEEDLE MACHINES

Merrow two needle stitching provides *double* protection with an additional needle thread. And there's another important advantage: *interlocked* relationship of the two rows of stitching produces an *elasticity* that provides the "give" often required in a garment.



2824 LAUREL STREET • HARTFORD, CONN. • U.S.A.



EMSIG MANUFACTURING COMPANY • 225 West 60th St., N.Y. Plaza 7-4800

## Oregon Buyers Like Swim Suits

(Continued from Page 45)  
more in demand as the season and the suntans progressed—with prints accounting for the early business because they look better with the paler skins of the early season.

It is now customary for women to buy two or more suits successively through the season.

At least one store reported good results for the A, B and C cup bras—particularly for

women with full busts. Other buyers feel that the answer lies in offering the customer the special types of styling that best suit her particular body type and which have also been made to fit the proportions of that type of figure.

### Named To Awards Group

George H. Hotte, director of Allied Chemical's fiber marketing department, has been appointed to the Harold DeWin Smith Medal awards committee of the American Society of Testing Materials.

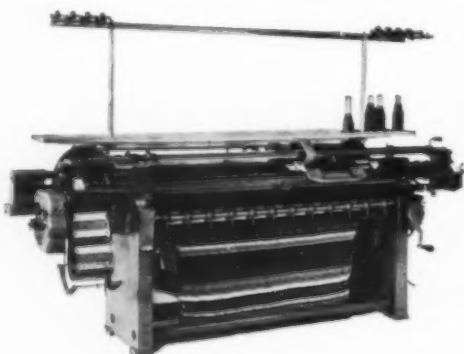
**CALL US AT PENNELL**

FOR TOP PRICES ON MEN'S AND BOYS'

- SWEATERS
- SWIM TRUNKS
- POLO SHIRTS
- WALK SHORTS

WE'RE ALWAYS OPEN TO BUY ...WE ALWAYS BUY FAIR!

Pennell Sportswear Co., 1384 Broadway, New York 18 • LA 4-9020



## MODEL F8 ALEMANNIA—SEYFERT & DONNER WEST

The only single lock flat power machine with  
**71" NEEDLE BEDS**  
63" Needle Beds also available

Additional needle space for more economical production of trimmings and garments.

Built in 3-14 cut.

MODERN — VERSATILE — EASY TO HANDLE

Ask for demonstration.

Sole distributors for U.S.A. and Canada

# TRICOMA, INC.

7504 Empire State Bldg., New York 1, N.Y.  
Wisconsin 7-7466-7

Showroom and Workshop: 303 Stockholm Street  
Brooklyn 37, N.Y. Glenmore 6-0205

**SERVICE AND PARTS**  
FOR NEW MODELS  
AND ALL MACHINES  
PREVIOUSLY DELIVERED BY US

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**YOU CAN GET MORE FOR YOUR SWEATER WASTE**

Orlon — Wool — Bon-Lon — Fur Blends

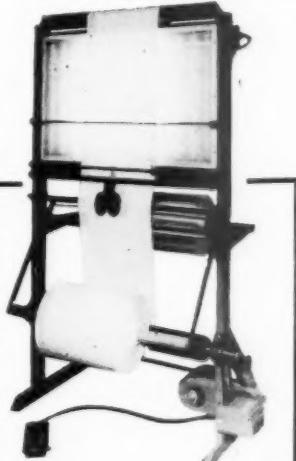
**SIDNEY ISRAEL, INC.**

106 Gaylor St., Brooklyn 22, N. Y.  
For Best Prices — Fast — Call  
**EVergreen 3-0200**  
We Do Business Everywhere

CALIFORNIA BRANCH — BUDDY FLAXER  
445 South LaBrea Ave., Los Angeles, Calif. WEBster 3-5754

It Pays to Check  
the Quality of Your Cloth  
with  
**UTICA**  
CLOTH INSPECTION  
MACHINE\*

Cloth inspecting is made easy, quick, and accurate with this UTICA machine. No matter what the imperfection — runs, bad needles, holes, drops, heavy ends — they can all be seen easily. LARGE LIGHT shines only under the cloth, eliminating glare from the sides. YARDAGE COUNTER measures roll length, length of runs, or bad needles. VARI-SPEED MOTOR DRIVE makes operating simple and handy. FOOT PEDAL starts and stops machine quickly and easily. SPREADERS are of individual or adjustable type. This UTICA Cloth Inspecting Machine is shipped assembled, ready for you to plug in and operate.



Write today for full information on how this machine can help you keep a close watch on quality.

\* Used by manufacturers of underwear and tubular knitted fabrics who want to keep a close check on cloth quality.

**UTICA Novelty and Mill Specialty Company**  
2145 Dwyer Ave., Utica 2, New York  
Builders of Textile Machines Since 1903

its viscose fibers and startup expenses related to increased production of filament textured nylon yarns and polypropylene fibers.

### Obituaries

#### Charles Kravitz Dead

PHILADELPHIA, Pa. — Charles E. Kravitz, treasurer of Schofield Corp., wholesalers of men's sportswear, died July 21st. He was 67. Mr. Kravitz helped found the Schofield firm 35 years ago.

The company stated that operating results were adversely affected by lowered volume of

# TALCOTT'S LOW COST Non-Notification FACTORING

- ELIMINATES CREDIT LOSSES
- SOLVES CASH REQUIREMENTS FOR MANUFACTURERS



Cash in on your sales to retailers the quick, confidential way. Talcott Non-Notification Factoring converts your receivables into capital that works for you... and you also enjoy full credit protection when you use this service.



Non-Notification Factoring does not disturb your relationship with customers in any way. It's a private arrangement between you and Talcott.



**James Talcott, Inc.**

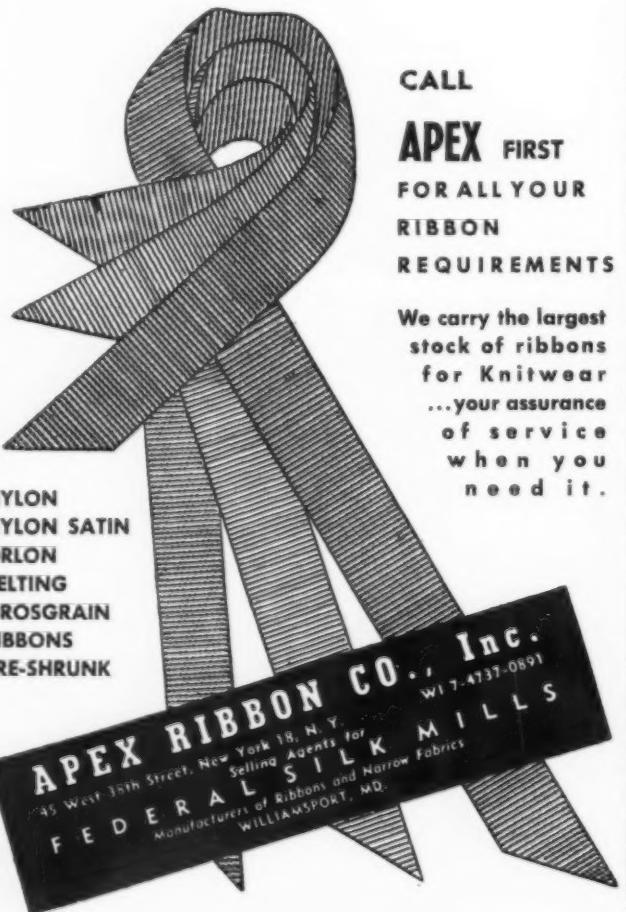
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CHICAGO • DETROIT • BOSTON • ATLANTA • LOS ANGELES

**OUR NATURAL  
NYLON RIBBONS**  
are excellent for  
**TYCORA®**  
and  
**BAN-LON®**  
**SWEATERS**  
in #3, #4 and #5 widths



## See Munsingwear Knitted Bowling Shirt Acceptance

MINNEAPOLIS, Minn.—The 1960-61 bowling season should see whole-hearted acceptance of Munsingwear's line of knitted bowling shirts, Bob Myhre, sales manager of the bowling shirt division, said here.

Munsingwear, Inc., which has been in the bowling shirt business for two years, pioneered the knitted shirt for bowling, Mr. Myhre pointed out.

However, he cautioned that the firm still faces stiff opposition from those who have worn nothing but woven shirts and who are reluctant to accept "new ideas." He emphasized the benefits of knit shirts—comfort, easy care, machine washability and little or no ironing.

Pointing out that there are five times as many bowlers as there are golfers, he stressed the importance of a successful entry into this field.

Munsingwear currently presents a \$500 U. S. savings bond to any male bowler who rolls a 300 game in sanctioned A.B.C. league play. It also has the same award for the woman who rolls a 280 game or higher in sanctioned W.I.B.C. league play.

### \$100 Bonus Award

Winners of the Ladies' Professional Golfers Association tourney here July 28-31 will re-

ceive a bonus of \$100 from Munsingwear, Inc., if they are wearing a Munsingwear knitted golf shirt, it was also announced. They will get \$50 worth of merchandise of their choice. The LPGA tournament will be held at the Hiawatha golf course, here, and will go 72 holes.

Women golfers who are members of Munsingwear's Sports Advisory Board also will take a look at the firm's new knitted shirt line while here for the tournament and confer with Munsingwear executives.

Marlene Bauer Hagge, well-known woman golfer, appears on Munsingwear's "golf shirt stuffer" wearing one of the firm's shirts.

Matchmates to Munsingwear's Grand Slam golf shirts for men is its line of Tee-Timer golf shirts for women which retail at \$5. Available in sleeved or sleeveless styles with the penguin trade mark, the colors include beige, black, blue, eggshell, gold, navy, pink, red, sage, white, mint and yellow. They are available in cotton or Ban-Lon, with or without trim.

## Whewell Given Medal

MANCHESTER, Eng.—The Textile Institute has announced that the Warner Memorial Medal has been awarded to Professor C. S. Whewell, B.Sc., Ph.D., F.R.I.C., F.T.I., F.S.D.C., Professor of Textile Technology, Department of Textile Industries, Leeds University.



Seen above are Ripon's new Ski 'n' Skate dickies. Counter-clockwise beginning at left: Solid-color dickie worn under open collar sweater; two-tone dickie with evergreen pattern and contrasting turtle neck; solid color dickie; mitten and dickie set featuring evergreen pattern and contrasting cuffs.

## THE INDUSTRY'S MARKET PLACE

Advertising rates: \$5.50 per column inch per insertion. Positions Wanted: \$5.00 per column inch per insertion. Minimum space — 2 inches. Ads for Monday's paper must be in by preceding Wednesday, 2 P.M. Please enclose payment with your order.

MACHINERY WANTED, FOR SALE

### everybody knows AINSLIE FLAT KNITTING MACHINES

NEW and REBUILT

BORDERS • POCKET MACHINES • NEEDLEBEDS • BRUSHING MACHINES  
• ROLLING MACHINES • TRANSFERS • WIRE KNITTERS  
• CIRCULAR KNITTERS • LINING • LATCH NEEDLES & SUPPLIES

OVER 50 YEARS OF FAIR DEALING... LET US QUOTE YOUR

KNITTING MACHINE CO.  
101-105 Grand St., Brooklyn, N.Y. EV 7-3491

### FOR SALE

2—Alemannia 71", 4 cut mach.

1—Jacq. LA, 12 feed, 30", 10 cut

2—Jacq. LH6, 6 cut

22—Jacq. TJ, 13" - 22" 12 cut

2—Jacq. TJI, 30", 14½ cut, each with 12—4 col. str., now running on Jacq.

A complete line of equipment for Knitting—Winding—Dyeing & Finishing

### SPEIZMAN KNITTING MACHINE CORP.

Main Office

508 W. 5th ST., CHARLOTTE, N.C.  
Phone ED 4-5546

N. Y. C. Office

350 5th AVE., NEW YORK 1, N.Y.  
Phone PE 6-0451

### BEST K BUYS

2—Phila. Jacq. TJI, 14½ cut, 30" 12 feed, Jacq. automats

1—Supreme BRW, 4 cut, 30", 16 feed, stripers, wheels

1—Phila. Jacq. LHB, 4 cut, 30", 6 feed

4—Phila. Jacq. TAI, 8¾, 13, 15, 16½ cut, 30", 12 feed, 4 col. strip.

1—Phila. Jacq. TJ, 10 cut, 30" 12 feed, 4 color strip., automats.

2—Phila. Jacq. TJ, 7 & 8 cut, 28" 6 feed, 4 color strip. automats

2—Phila. Jacq. LH, 8 cut, 30" & 28", 6 feed, 3 col. strip

2—Scott & Williams Interlock 30", 32 feed, 14 & 18½ cut

1—O.G., 32", 36 feed, 8 cut, multi-feed jersey and 1x1 rib

2—Phila. Jacq. LA 30", 12 feed, 7 & 10 cut, 3 col. str.

1—Phila. Jacq. LA, 15", 7 cut, 4 feed, 2 col. str.

2—Leighton transfers, 6½ & 10 cut, 32" & 34", 9 feed, 4 col. str.

8—Phila. Jacq. TA, 11" to 20", 4 feed, 6 to 12 cut

1—Phila. Jacq. TA, 30", 10 cut, 12 feed, 4 col. str., extra cyl. & dials.

1—Phila. Jacq. MLW, 28", 11 cut, 24 feed, automats & wheels

6—Wildman PB2, 15", 17", 18", 20", 21", 28", 8 and 10 cut

1—Brinton PR 19, 28", 10 cut pattern wheels

1—Universal "Supramat" 62", 12 cut, 4 Bar, Motor and stop motion

1—Queens Model "B", 60", 12 cut, High & Low needles, Jacks

3—Lamb double head border machines, 5, 7 & 8 cut

2—Supreme flats, 44", 7 cut, high & low butt

2—McCreary Brushing Mach., 60", like new

2—Roby double jack flat links, 7 cut, 88" & 96"

*Joseph Kopelowitz, Inc.*

APPRaisALS — LIQUIDATIONS

600 Broadway, Brooklyn 6, N.Y.  
Evergreen 7-1145

### FOR SALE

#### 2½ GAUGE FULLY AUTOMATIC FLAT POWER PLANT

1—Grosser 32", 80 needles, 3 bars, 3 carriers

1—Grosser 34", 85 needles, 3 bars, 3 carriers

1—Grosser 36", 90 needles, 3 bars, 3 carriers

1—Grosser 40", 99 needles, 4 bars, 4 carriers

1—Grosser 45", 114 needles, 3 bars, 4 carriers

All these machines are equipped with 2 needle racks, 10 end electric stop motion, Kuppen stitch, half cardigan, full cardigan and tubular lock cams working automatically.

1—Leighton circular sleever, 6" diameter, 2½ gauge, 56 needles with automatic tightening attachment.

1—Circular 5" pocket machine, 37 needles, 2½ gauge.

1—Circular border machine, 2½ needle diameter, 2½ gauge, 20 needles.

1—Sotco Looper and table, 2½ gauge.

Priced for immediate sale and can be seen in operation on our premises.

BOX 280B

### OFFER US YOUR SURPLUS MACHINERY & EQUIPMENT HIGHEST PRICES PAID

1—Phila. Jacq. LH, 6 cut, 30"

1—Phila. Jacq. TA, 5 cut, 30", 12 feed

2—Wildman PB2, 18" & 24", 8 & 10 cut

4—Loopers and tables, model P, 14, 15pt.

2—Phila. Jacq. TA, 30", 10 cut, 12 feed, 4 col. stripers

1—Phila. Jacq. LA, 9½ cut, 6 feed, 3 color stripers

6—Merrow machines, model A3DWI

1—Scott & Williams Interlock, 30", 32 feed, 24 cut

1—Brinton PR 19, 28", 10 cut pattern wheels

2—Phila. Jacq. TJ, 10 cut, 30", 12 feed, 4 col. stripers, automats

2—Dubied VV, 52" 8 cut machines

1—Universal Supramat, 12 cut, 62"

2—Suprafix border machines, 10 & 12 cut, 24", 6 borders at once

1—Phila. Jacq. TJI, 14½ cut, 30", 12 feed, 4 color stripers

5—Phila. Jacq. TA, 14" to 18", 4 feed, 6 to 12 cut

1—Roto-Coner, 20 spindle, latest style, with waxing attach.

2—Phila. Jacq. TAI, 13½, 16½ cut, 30", 12 feed, 4 col. stripers

1—Phila. Jacq. LA 15", 8 cut, 4 feed, 2 col. stripers

1—Phila. Jacq. LA, 14", 8 cut, 4 feed, 2 col. stripers

3—Phila. Jacq. MLW, 28", 11 cut, 24 feed, automats and wheels

### STEINBERG BROTHERS

TEXTILE MACHINERY • AUCTIONEERS • APPRAISERS

174 Scholes Street

Brooklyn 6, N.Y.

Evergreen 7-3715 - 6229 - 6241

**YES!**  
We arrange for  
**TIME PAYMENTS**  
if desired

ALWAYS CALL  
**ABE PRENSKY**  
487 KNICKERBOCKER AVE., B'KLYN 37, N. Y.  
**HYacinth 1-2333**

**FOR SALE**  
Four color striping boxes complete for TAI machines.  
Priced right. Perfect condition.  
**CLOVER KNITTING MILLS, INC.**  
Philadelphia, Pa.

**WANTED**

10 or 12 cut hand machine, high and  
low butt—tubular cams—prefer DUX.

BOX 319

**ATTENTION:**  
**BATHING SUIT MANUFACTURERS**  
**LISTING FOR SALE**

**3 VERY UNUSUAL MLW MACHINES**

28", 980 needles on 24 feeds when on wheel work,  
and 12 feeds when on Jacquard, but also equipped  
to make body lengths with 1 x 1 ribbed cuffs and  
separations while on Jacquard, or on 22 feeds when  
on interlock, ribbed or other stitches in body lengths.  
All the feeds are equipped with 4 color stripers and  
48 end electric stop motions. Priced for immediate  
sale and can be seen in operation on our premises.

BOX 280A

**WANTED**

2—Philadelphia Jacquard TJ 6 feed,  
8 cut, 4 color stripers. Advise price,  
location and serial number.

BOX 310N

**HELP WANTED**

**KNITTING MILL OWNER**  
**SEEKS CAPABLE ASS'T.**

Excellent opportunity for man with broad  
background in the knitting industry—or  
with willingness to be trained—to become  
an important member of our novelty knitted  
fabric plant. State age, experience and  
full details in first letter. Replies will be  
kept in strict confidence.

BOX 300D

**FOREMAN OR FORELADY**

Experienced on full-fashioned sweaters or shirts.  
Plant located 45 minutes from New York City.  
Steady position. Good opportunity.

BOX 310D

**SUPREME KNITTED MECHANIC**  
**WANTED**

on automatic and ROF machines.  
New York City.  
BOX 318

**WANTED — ASSISTANT SUPERVISOR**

for finishing department. Must be experienced on quality mer-  
chandise. Applicants give age, experience and salary required.

**SUBURBAN KNITTING MILL**  
5805 Park Rd., West Hollywood, Fla.

**PRODUCTION TRAINEE WANTED**

Some knowledge knitting. Excel-  
lent opportunity for advancement.

BOX 314  
Att: Mr. C. Weiss

**SALESMAN**

**Experienced Selling**  
**Better Knitted Fabrics**

Medium and higher priced dress and  
sportswear trade. Only men capable  
of doing large volume need apply.

BOX 310E

**YARNS WANTED, FOR SALE**

**SURPLUS YARNS BOUGHT & SOLD**  
**RIDGEWOOD YARN CORP.**  
**FOR SALE**

150 lbs.—2/10, skeins, 65% lamb's wool, 20% Shetland, 15% mohair  
125 lbs.—200/3, Ban-Lon yarn, natural  
658 Woodward Ave., B'klyn 11, N. Y. EV. 2-8000

**NEW YARN OFFERINGS!**  
AT ATTRACTIVE PRICES

4,800 lbs.—2/25, natural, Orlon acrylic, skeins  
1,100 lbs.—2/25, natural, Orlon acrylic, cones  
1,500 lbs.—1/24, lt. grey heather, H. B. Orlon acrylic, cones  
550 lbs.—1/15, black Orlon acrylic, cones  
400 lbs.—2/8, 6 and 10 denier, loden green, Orlon acrylic, cones  
550 lbs.—1/13½, Turbo Orlon acrylic, natural, cones  
425 lbs.—1/16, Turbo Orlon acrylic, natural, cones  
500 lbs.—1/9¾, natural, Orlon acrylic, cones  
800 lbs.—2/20, 100% Alpaca, natural & lt. oxford, skeins  
3,000 lbs.—2/20, 100% worsted, asst. colors, cones  
1,500 lbs.—2/30, 50% wool, 50% rayon, natural, cones  
900 lbs.—3 run, 100% wool, loden green, cones  
3,000 lbs.—3 run, 100% lamb's wool, lt. tan, cones  
800 lbs.—3½ run, med. oxford, 50% lamb's wool, 50% Orlon acrylic, cones  
1,100 lbs.—3 run, 75% lamb's wool, 25% Orlon acrylic, loden green, cones

SAM SASKEN

1441 Broadway, New York 18, N. Y.

CH 4-8733

**FOR SALE**  
**ELASTIC YARN FOR KNITTING**  
 • All Sizes and Colors

**BEDFORD YARN CO.**  
 79 Clifton Place  
 Brooklyn, N. Y.  
 Main 2-1340

**WANTED FOR CASH** Worsted - Zephyr - Synthetics Cotton  
 We always carry a large stock of yarns, dyed on cones for immediate use.

**CALL EV 8-8277** 686 Flushing Ave. **CENTURY**  
**BEN BALIF** Brooklyn 6, N. Y. **YARN CO.**

**WANTED**  
**COTTON, WOOL, WORSTED & SYNTHETIC YARNS**  
**HERMAN KASLOFF**  
 868 N. Fourth St., Phila. 23, Pa. MArket 7-0997

**WE BUY SURPLUS KNITTING YARN**  
 Machine and Hand Knitting Sizes  
**WALTER McCOOK & SON, INC.**  
 711 Arch St. Phila. 6, Pa. WALnut 5-8891

**FOR SALE**

400 lbs.—black, SM-4 rubber  
 250 lbs.—natural, SM-3 rubber  
 3700 lbs.—charcoal, 1.5 run yarn, 50% Orlon, 50% lamb's wool  
 1600 lbs.—jockey, 1.5 run yarn, 50% Orlon, 50% lamb's wool  
 4100 lbs.—lt. oxford, 1.5 run yarn, 50% Orlon, 50% lamb's wool  
 2500 lbs.—oatmeal, 1.5 run yarn, 50% Orlon, 50% lamb's wool  
 300 lbs.—lt. blue, 1.5 run yarn, 50% Orlon, 50% lamb's wool

BOX 310C

CONTRACTORS WANTED, CONTRACT WORK WANTED

**CONTRACT WORK WANTED**

on 5 gauge Jacquard. Also brushed work and 4 gauge bulkies. Men's or ladies' sweaters.

BOX 311

**ADDITIONAL CONTRACT WORK WANTED**

on 7 cut circular Links machines. Complete garment or knitting only. Ladies', men's or children's sweaters.

BOX 312

**FULL FASHIONED CONTRACT WORK WANTED**

Contractor has opening for 300 dozen per week on ladies' and men's classics and novelties. Ban-Lon, fur blends, and all other yarns. Quality workmanship guaranteed. Can supply substantial references.

BOX 310H

**WANTED**

Knitting only on trimmings, collars and cuffs, 12 cut, Dubied DRBA flat. Can do selective transferring and fashioning.  
 BOX 290G

**CONTRACT WORK WANTED**

TJI — 5 cut machines.  
 BOX 260J

**ADDITIONAL WORK WANTED**

by contractor with 4 cut flats, on ladies' bulkies.  
 Fine quality workmanship.  
 BOX 300C

**FULL FASHIONED DRESSES**

Thoroughly experienced contractor seeks additional work from large user.  
 BOX 310

**CONTRACT WORK AVAILABLE**

on 7, 10 and 12 cut Dubied flat machines, and new 6 cut Supreme circular machines. Quality workmanship guaranteed.

BOX 313

**CONTRACTORS WANTED**

with 12½ or 10% Links & Links machines, for knitting only. Machines must be equipped to knit Jacquard patterns.

Phone: WA. 5-2744 WA. 5-0230 **MODE KNITTING MILLS, INC.**  
 521 Vine Street Philadelphia 6, Pa.

**CONTRACTOR SEEKS ADDITIONAL WORK**

Knitting only. Fine gauge and bulkies. Trimmings and complete garment.

WOrth 6-2655

**CONTRACT WORK WANTED**

on 6, 8 or 10 cut circular Jacquard machines. All types of stitches or yarns. Ladies' or men's. Quality workmanship.

BOX 317

**CONTRACT WORK WANTED**

on 10 gauge, 12 feed circular machines. Knitting or complete garments. Brushing and looping equipment.

BOX 310F

**CONTRACTOR SEEKS KNITTING ONLY**

on 4 cut Supreme bulky, for sweaters or trimmings.  
Can be worked 3 or 4 ends on each section.  
**BOX 310J**

**BUSINESS OPPORTUNITIES****FACTORY WANTED**

Top notch young knitgoods man wants to purchase outright or become partner in a men's or boys' circular sweater mill or knit-trim factory. Minimum volume \$500,000. All replies confidential.  
**BOX 315**

**BUSINESS OPPORTUNITY**

Organization experienced in knitted outerwear field, both in manufacturing and selling, is interested in becoming associated with a large firm. If need be, will invest.  
**BOX 310B**

**POSITIONS WANTED****PRODUCTION MAN AVAILABLE**

Plant manager — men's, boys' and ladies' sweaters. Capable of taking complete charge from yarn to finished product.  
**BOX 316**

**MERCHANDISE WANTED****WANTED FOR CASH**

*Men's and Boys'*

SWIM TRUNKS, SWEATERS, POLO SHIRTS

**LOUIS SOMERFIELD** 1140 B'way, New York 1, N. Y.  
MURRAY HILL 3-7856

**MERCHANDISE FOR SALE****FOR SALE****DISTRIBUTOR MEN'S SWEATERS**

Brand name. Volume \$700,000.00 to finest stores. Enjoying top reputation for service, quality. Interested in outright sale with or without inventory.

This is an excellent opportunity.

- #1 For full fashioned knit shirt manufacturer to round out complete line of knitwear.
- #2 For knitter currently selling jobbers interested in direct sales to retailers.
- #3 For manufacturer in men's wear wishing to diversify by adding knitwear.

**BOX 310A**

**TRADE WANTS**

**RATES:** one insertion—35 cents per word. Words set completely in capitals—40 cents per word. Box numbers count as two words. Minimum cost of advertisement—\$5.50. Minimum cost of Positions Wanted advertisements—\$5.00. Trade Wants for Monday's paper must be in by preceding Wednesday, 2 P.M. Please enclose payment with your order.

Looping Wanted. 7 point Sotco and 15 P machines. Quality workmanship guaranteed. Sanders Looping, Inc., 270 Irving Avenue, Brooklyn, N. Y., HYacinth 7-7924.

LEASE—SALE. LOFTS—BUILDINGS. ALL SIZES—ALL LOCATIONS. MILTON WOLF & CO., 744 BROAD STREET, NEWARK, NEW JERSEY, MI. 3-8844.

FOR SALE: THREE 5 CUT STAFORD & HOLT RACKERS 11 $\frac{1}{4}$ ", 12", 12 $\frac{3}{4}$ ". GOOD CONDITION. BOX 310G.

**CLOSEOUTS****CLOSE-OUTS WANTED**

CASH PAID for surplus stocks of Sweaters and Bathing Suits.

**BERNETTE TEXTILE COMPANY**

101 W. 31 St., New York City

BRYANT 9-5526-7

**REPRESENTATIVES WANTED, LINES WANTED****SALES REPRESENTATION**

Textile executive seeks representation for distributor of supplies, machinery and materials used in Knitted Outerwear Industry. Have long been affiliated with one of the largest mills in Philadelphia and have wide acquaintance with manufacturers of textiles and knitted outerwear.

**SIDNEY FRIEDMAN**  
1021 WELLINGTON RD., JENKINTOWN, PA.

**SERVICES, SUPPLIES FOR SALE****NEW FORMULA****CLEANING FLUID FOR KNIT GOODS**

Cleans Wool, Cotton, Rayon and Nylon  
Special Guide for Origan and Non-Lan  
Special Price for One Gallon Trial Order

Office: **MASTER STAIN REMOVER**  
68-56 Dartmouth St., Forest Hills 75, N. Y. Liggatt 4-0898

**BLUESTONE YARN WINDING**

226 Grand St., Brooklyn 11, N. Y.

Announces the installation of additional equipment for wool winding. For quick dependable service, call:

EVergreen 7-1822

**HELP WANTED****MECHANIC WANTED**

First class. Experienced on TJI and Links machines. Must reside in New York area. Company benefits. Write:

**BOX 260K**

# CANADIAN KNITGOODS MANUFACTURERS

## **IMPORTANT ANNOUNCEMENT!**

**THE KNITTING MACHINE & SUPPLY CO. (CANADA) LTD.**

REPRESENTING

**H. STOLL & CO.**

Proudly announce the opening of

**ITS NEW SALES OFFICE AND STOCK ROOM**

AT

**2052 ST. CATHERINE STREET, WEST**

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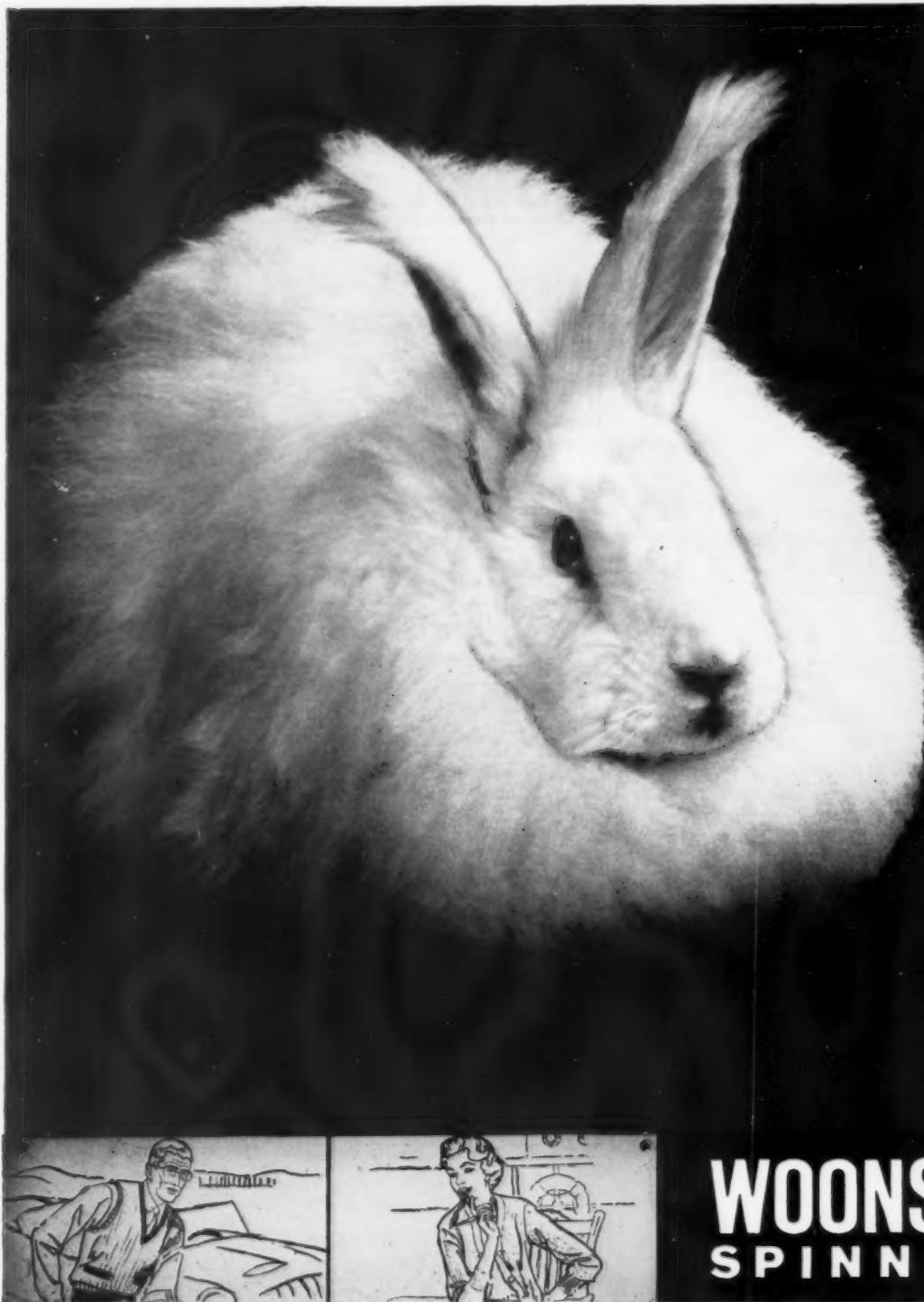
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